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NEW-CAR MARKET SHARES IN U.S.

	DECEMBER					12 MONTHS				
	Regis. Dec. 1984	Percent Share of Market	Regis. Dec. 1983	Percent Share of Market	Pct. Pt. Change '84 vs. '83	Regis. 12 Mos. 1984	Percent Share of Market	Regis. 12 Mos. 1983	Percent Share of Market	Pct. Pt. Change '84 vs. '83
Chevrolet	114,611	13.93	136,422	15.00	-1.07	1,544,565	15.27	1,310,503	14.68	+0.59
Ford	110,364	13.41	111,631	12.27	+1.14	1,285,077	12.70	1,034,732	11.59	+1.11
Oldsmobile	75,716	9.21	99,070	10.89	-1.68	1,038,173	10.26	971,229	10.88	-0.62
Buick	73,648	8.95	79,906	8.78	+0.17	918,321	9.08	818,256	9.17	-0.09
Pontiac	53,141	6.46	61,215	6.73	-0.27	685,347	6.77	536,404	6.01	+0.76
Mercury	41,670	5.06	39,783	4.38	+0.68	519,701	5.13	395,041	4.43	+0.70
Dodge	28,768	3.50	30,436	3.35	+0.15	359,707	3.56	307,633	3.44	+0.12
Cadillac	26,683	3.24	32,077	3.53	-0.29	309,678	3.06	291,552	3.27	-0.21
Chrysler	25,853	3.14	25,420	2.79	+0.35	320,523	3.17	254,175	2.85	+0.32
Plymouth	22,393	2.72	24,751	2.72	+0.00	281,465	2.78	258,684	2.90	-0.12
Lincoln	13,137	1.60	9,306	1.02	+0.58	144,278	1.43	97,206	1.09	-0.34
AMC	12,318	1.50	21,039	2.31	-0.81	188,602	1.86	190,797	2.14	-0.28
GENERAL MOTORS	343,799	41.79	408,690	44.93	-3.14	4,496,084	44.44	3,927,944	44.01	+0.43
FORD MOTOR CO.	165,171	20.07	160,720	17.67	+2.40	1,949,056	19.26	1,526,979	17.11	+2.15
CHRYSLER CORP.	77,014	9.36	80,607	8.86	+0.50	961,695	9.51	820,492	9.19	+0.32
AMC	12,318	1.50	21,039	2.31	-0.81	188,602	1.86	190,797	2.14	-0.28
IMPORTS	224,406	27.28	238,581	26.23	+1.05	2,522,527	24.93	2,457,357	27.54	-2.61
MISC. DOMESTIC	13	0.00	23	0.00	-0.00	267	0.00	617	0.01	-0.01
TOTAL	822,721		909,660			10,118,231		8,924,186		

Automotive News analysis of new-car registrations based on R.L. Polk & Co. statistical report. New York, Oklahoma, 1984; from manufacturers' sales records. Oklahoma '83 figures not available.

1984 total is 10,118,231; domestics pace gain

Year's registrations best since '79

By Jenny L. King
Detroit Reporter

Registrations of new cars, domestic and imported, reached their best total in five years in

Table on Page 35.

1984 and catapulted 13.38 percent over the final 1983 figure.

Statistics compiled and reported by R.L. Polk & Co. reveal increases in 1984 for both domestics—up 17.46 percent—and im-

ports—up 2.65 percent. The total of 10,118,231 was up 13.38 percent from 8,924,186.

Domestics numbered 7,595,704 last year compared with 6,466,829 in 1983. Imports added to 2,522,527, up from 2,457,357 the preceding calendar year.

The 1984 total was 30.48 percent ahead of 1982 when registrations amounted to 7,754,342. It was the best year since 1979 when 10,356,695 was the final tally.

Market-share shifts from 1983 to 1984 included a generous gain for Ford Motor Co. with smaller advances for General Motors and Chrysler Corp. Imports lost 2.61 percentage points year to year, American Motors was down 0.28 percentage points and miscellaneous domestics disappeared to 0.00 percent from their former 0.01 percent of the total market.

Ford wrote the success chapter of the year in the ongoing registrations saga with its handsome coup of 2.15 percentage points. Ford finished the year with 19.26 percent of the total market compared with 17.11 percent in 1983.

GM was up 0.43 percentage points, to 44.44 percent from 44.01 percent and Chrysler finished the year up 0.32 percentage points, to 9.51 percent from 9.19 percent.

Imports, hampered in their sales efforts by the restrictions placed on the number of Japanese-built cars entering the U.S., lost market ground as the domestics completed a strong sales year in 1984. The imports were held to 24.93 percent of the total, down 2.61 percentage points from 27.54 percent in 1983.

AMC, down slightly in numbers from 1983 to 1984, sacrificed 0.28 percentage points in the market, dropping to 1.86 percent from 2.14 percent, and miscellaneous domestics, down to 267 units from 617 in 1983, hadn't the strength to hold on to their former 0.01 percent of the market.

Excluding imports, GM earned 59.19 percent of the 1984 new-car market, Ford had 25.66 percent, Chrysler held 12.66 percent, AMC had 2.49 percent and miscellaneous domestics had none.

A year earlier, GM had 60.74 percent, Ford had 23.61 percent, Chrysler had 12.69 percent, AMC had 2.95 percent and miscellaneous domestics had 0.01 percent.

December, 1984, registrations of 822,721 were up a scant 0.77 percent from 816,414 a month earlier but were down 9.56 percent from 909,660 in December, 1983. Domestic registrations for the final month were down 1.58 percent from the preceding month and were down 10.84 percent

from December, 1983. The totals were 598,315 last December, 607,933 in November and 671,079 in December, 1983.

Imports were down 5.94 percent year to year, to 224,406 from 238,581. Their share of the December market, however, was up as domestic numbers were down 10.84 percent. Imports claimed 27.28 percent of the total, up 1.05 percentage points from 26.23 percent.

Ford and Chrysler shared the winner's circle with the imports in December, Ford up 2.40 percentage points and Chrysler up 0.50 percentage points.

GM was off 3.14 percentage points, AMC dropped 0.81 percentage points and miscellaneous domestics failed to make the scoreboard either December although their sales were included in the totals: 13 and 23 for 1984 and 1983 respectively.

Imports claimed the largest segment of the market class total for the month, 27.28 percent. They were followed in size by intermediates at 24.84 percent, compacts at 17.66 percent, subcompacts at 11.25 percent, standards at 9.92 percent and luxury cars at 9.06 percent.

A year earlier the December market was dominated by intermediates at 26.60 percent, followed by imports at 26.23 percent, compacts at 17.11 percent, compacts at 12.15 percent, standards at 12.00 percent and luxury models at 5.91 percent.

Excluding imports, the December, 1984 market class breakdown had intermediates at 34.16 percent, compacts at 24.28 percent, subcompacts at 15.47 percent, standards at 13.63 percent and luxuries at 12.46 percent.

Mexico assigns production quotas

MEXICO CITY.—In line with the Mexican Government's embargo on the importation of vehicles and its strict control of the domestic auto industry, the Secretariat of Commerce and Industrial Development has announced automotive production quotas for 1985.

The quotas are: Chrysler—35,174 cars and 25,727 trucks; Ford—28,834 and 37,620; General Motors—24,000 and 35,400, and Renault—35,200 and 7,700.

More are: Nissan 48,000 and 14,000; Volkswagen—88,462 and 7,693; Fab. Autotransportes Mex.—3,100 trucks, and Diesel Nacional—7,008 trucks.

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'84 count is 2,522,527, but market share dips

Import registrations set record

By Jenny L. King
Detroit Reporter

Registrations of new imported cars reached an alltime high in 1984 but the total was written in the shadow of a substantially reduced share of the U.S. new-car.

R.L. Polk & Co. figures for the 1984 calendar year show domestic new-car registrations up 17.46 percent, while imports were up just 2.65 percent. Consequently, the imports slipped to 24.93 percent of the market in 1984 from 27.54 percent a year earlier.

Record import penetration of 29.26 percent was reached in 1982, a year when domestic sales/registrations were bottoming out from a prolonged recession.

The record import total last year was 2,522,527 new cars, up 2.65 percent from 2,457,357 in 1983. That included market share increases for six of the top 10 importers, paced by a gain of 3.36 percentage points for Honda. The Honda numbers include all Accords built in this country as well as models imported from Japan.

Honda was up to 19.53 percent from 16.17 percent of the import total, pushing Nissan into third place from its accustomed second-place slot.

MARKET SHARES

Make	12 MONTHS 1984 VS. 1983		Pct. Pt. Change '84 vs. '83
	1984 Market Share	1983 Market Share	
Chevrolet	15.27	14.68	+0.59
Ford	12.70	11.59	+1.11
Oldsmobile	10.26	10.88	-0.62
Buick	9.08	9.17	-0.09
Pontiac	6.77	6.01	+0.76
Mercury	5.13	4.43	+0.70
Toyota	4.98	6.07	-1.09
Honda	4.87	4.45	+0.42
Nissan	4.73	5.76	-1.03
Dodge	3.56	3.44	+0.12
Chrysler	3.17	2.85	+0.32
Cadillac	3.06	3.27	-0.21
Plymouth	2.78	2.90	-0.12
AMC	1.86	2.14	-0.28
Mazda	1.62	1.91	-0.29
VW	1.53	1.60	-0.07
Subaru	1.47	1.66	-0.19
Lincoln	1.43	1.09	+0.34
Volvo	0.95	1.03	-0.08
Mercedes	0.75	0.81	-0.06
Audi	0.69	0.52	+0.17
BMW	0.68	0.66	+0.02
Other Imports	2.66	3.07	-0.41
Misc. Dom.	0.00	0.01	-0.01

TOTAL 2,118,231 8,924,186

Based on new-car registrations from R. L. Polk & Co. Oklahoma and New York, 1984, from manufacturers' sales records; Oklahoma, 1983, not available.

TOP CARS

U.S. registrations for the twelve months of 1984. Oklahoma and New York, 1984, from manufacturers' sales records; Oklahoma, 1983 not available.

1984 Position	Make	1983 Position
1—1,544,565	Chevrolet	1,310,503—1
2—1,285,077	Ford	1,034,732—2
3—1,038,173	Oldsmobile	971,229—3
4—918,321	Buick	818,256—4
5—685,347	Pontiac	536,404—5
6—519,701	Mercury	395,041—9
7—504,410	Toyota	541,975—5
8—492,599	Honda	397,452—8
9—479,027	Nissan	514,138—7
10—359,707	Dodge	307,633—10
11—320,523	Chrysler	254,175—13
12—309,678	Cadillac	291,552—11
13—281,465	Plymouth	258,684—12
14—188,602	AMC	190,797—14
15—163,825	Mazda	170,406—15
16—155,132	VW	142,397—17
17—148,329	Subaru	148,042—16
18—144,278	Lincoln	97,206—18
19—96,685	Volvo	91,806—19
20—76,143	Mercedes	72,440—20
21—69,448	Audi	46,180—22
22—68,725	BMW	58,691—21
	Other	
	Imports	273,830
	Misc.	
	Dom.	617
10,118,231	TOTAL	8,924,186

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.
Copyright, 1985, Automotive News.

Toyota remained on top of the heap but only by some 12,000 cars and it lost 2.06 percentage points in market share, dropping to 20.00 percent from 22.06 percent.

Nissan lost 1.93 percentage points in 1984. Subaru was down 0.14 percentage points and Mazda was down 0.44 percentage points.

Volkswagen, whose totals include U.S.-built Rabbits/Golfs, was up 0.36 percentage points. Volvo gained 0.05 percentage points. Mercedes-Benz was up 0.07 percentage points. Audi was up 0.87 percentage points and BMW gained 0.33 percentage points.

The 10 leading makes claimed 89.33 percent of total import registrations, up from 88.86 percent in 1983.

December import registrations were off 5.94 percent but managed to increase their piece of the total market to 27.28 percent from 26.23 percent in 1983. Honda topped Toyota for the month—albeit by just six cars—and gained 2.88 percentage points over its standing the preceding year.

Toyota dropped 1.77 percentage points, Nissan was down 0.36 percentage points, Mazda was down 0.35 percentage points, VW was down 0.90 percentage points and Volvo was down 0.57 percentage points.

Subaru gained 0.50 percentage points in December. Mercedes-Benz was up 0.40 percentage points, BMW was up 0.08 percentage points and Audi gained 0.33 percentage points.

Ten makes accounted for 88.36 percent of the month's total, up from 88.12 percent a year earlier.

In a December to December comparison, West Germany and the U.S. increased their shares of the import market and Japan and Sweden were down. The West German segment increased to 13.58 percent from 12.23 percent and the U.S. climbed to 7.07 percent from 6.82 percent. Japan slipped to 72.25 percent from 72.97 percent and Sweden was down to 4.74 percent from 5.29 percent.

The U.S. category includes VW Golfs and Honda Accords assembled in this country.

Numbers of cars from exporting countries included:

	Dec. 1984	Dec. 1983
Japan	162,130	174,085
W. Germany	30,475	29,168
United States	15,857	16,275
Sweden	10,642	12,626
France	2,807	3,908
Great Britain	1,865	2,045
Italy	616	400
Ireland	14	74

Over a year's time the Japanese portion of the import market slipped to 72.16 percent from 76.50 percent. West Germany was up to 12.52 percent from 10.51 percent, the U.S. grew to 7.98

percent from 5.19 percent and Sweden was up to 5.13 percent from 4.82 percent. Numbers were as follows:

	12 Mos., 1984	12 Mos., 1983
Japan	1,819,122	1,879,787
W. Germany	315,709	258,270
United States	201,297	127,629
Sweden	129,311	118,438
France	31,572	47,608
Great Britain	18,077	15,912
Italy	7,089	8,715
Ireland	350	990

Imported trucks were up 34.98 percent for December and were up 50.16 percent for calendar year 1984. In December, the total climbed to 69,837 from 51,739 and included these registrations by make:

	Dec. 1984	Dec. 1983
Toyota	27,044	18,750
Nissan	17,753	11,894
Mazda	9,332	8,596
Isuzu	6,191	
Dodge Ram 50		3,399
Others	9,517	9,100
TOTAL	69,837	51,739

Registrations for imported trucks 1984 vs. 1983 were as follows:

	12 Mos., 1984	12 Mos., 1983
Toyota	288,825	174,860
Nissan	194,414	132,088
Mazda	115,392	70,795
Dodge Ram 50	49,855	32,759
Others	95,737	85,067
TOTAL	744,133	495,569

Sweden plans '83 U.S. air rules for '89 models

STOCKHOLM.—Sweden intends to introduce U.S. 1983 exhaust emission control standards for 1989 models while encouraging a voluntary changeover to cars with catalytic converters two years earlier.

Lead-free gasoline must be available throughout the country by July 1, 1987, and should be available in reasonable quantities for visiting German tourists, etc., by the summer of 1986.

This general intention was announced by the Swedish Ministry of Agriculture, together with the reservation that the entire plan stands or falls with the abilities of West Germany and the so-called "10 Club" (Canada and nine European countries) to agree along the same lines.

At the same time, Sweden turned down a government committee's suggestion for U.S. exhaust emission standards for light and heavy trucks. This issue will be investigated further, the government said.

Bank names Nay

WACO, Tex.—Sam H. Nay Jr., president of Waco Dodge Sales, Inc., has been named to the board of directors of Texas National Bank of Waco.



Fifty years for Rinkel

Ralph C. Rinkel, right, Merit Chevrolet Co., Maplewood, Minn., receives a 50-year-dealer award from R.D. Burger, Chevrolet general manager.

Detroit energy-fraud case involves three dealerships

DETROIT.—A suburban auto dealership and its owner have been charged with energy fraud by the state attorney general while another has pleaded guilty to similar charges and a third heads for trial.

Gage Oldsmobile, Inc., Farmington Hills, has pleaded guilty to charges of attempted energy fraud as part of a plea-bargain arrangement.

The dealership and its president had been accused of hiring a Detroit contractor to alter the utility meters at the dealership.

Gage Oldsmobile must pay the \$1,000 maximum fine, be placed on probation and donate \$2,000 to the Salvation Army to help the poor pay utility bills.

Charges against company president Edward Anthony Gage Jr. as an individual were dismissed, allowing him to keep the dealership. General Motors could have canceled his franchise if he had been convicted of a crime punishable by imprisonment.

Meanwhile, Page Toyota, Southfield, and its president, Robert Vermeulen Jr., each were charged with two counts of energy fraud, a felony with a maximum penalty of four years in jail and a \$2,000 fine.

Vermeulen is accused of paying \$1,500 to a contractor to alter the electric and natural gas meters at the dealership. The local utility companies claim they were cheated out of more than \$3,900 in utility payments in 1982 and 1983.

At the same time, Robert Mechigian, owner of Bob Saks Oldsmobile and Bob Saks Toyota, Farmington Hills, is scheduled for an

April 15 trial on charges of energy fraud and conspiracy.

Mechigian is accused of referring William Jones, a Detroit contractor, to other businessmen to alter meters.

Jones pleaded guilty to conspiracy to commit utility fraud for fixing meters at Bill Cook Buick in Farmington Hills, Mich., in 1982 and was sentenced to probation after he agreed to cooperate in the investigation.

The contractor said a number of businessmen, including nine auto dealers, paid him up to \$2,000 each to rig their gas and electric meters.

U-M unit counts 700 programs in transit research

ANN ARBOR, Mich.—The University of Michigan Transportation Research Institute devoted nearly 20 years to studies that helped lead to the passage of Michigan's new seat-belt law.

The Institute has conducted more than 700 transportation-related research programs totaling \$64.2 million since its inception in 1966, and its studies are used by planners nationwide. Most programs deal with highway safety, and seat-belt use has been an issue of paramount concern to the U-M researchers.

Institute studies proving that belt use significantly lowers injuries and deaths in motor-vehicle accidents provided research findings that helped state lawmakers understand the benefits of seat-belt use, said James O'Day, Institute interim director and research scientist.

Several of the studies involved designing dummies that, when subjected to high-impact sled crashes, allow researchers to simulate the effect of collisions on the human body.

Researchers have also analyzed millions of police accident reports to determine injury statistics based on belt use.

Fireside C-P honored

SCHAUMBURG, Ill.—For the third consecutive year, Chrysler Corp. has recognized Fireside Chrysler-Plymouth and Imports (Chrysler-Plymouth-Mazda-Mitsubishi) as its top dealer in Illinois.

Focus on customer's emotions, specialist advises

Lost sales blamed on salesperson

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES.—Most people buy a car within 72 hours of visiting their first showroom and 68 percent of the people who walk into a dealership are prepared to drive out with a new car.

Then why do most dealerships have closing rates of 15 to 18 percent? According to D. Forbes Ley, director of Sales Success Institute, the reason is the salesperson.

Ley, who conducts sales seminars for retailers of products ranging from personal computers to cars, said the reason closing rates are so low is that too much attention is focused on the product itself rather than on what motivates the customer to buy.

According to Ley, virtually all purchase decisions are made on the basis of want rather than need. A person may need something, but he has to want to buy it. As a result, the consumer is making an emotional decision rather than a logical one, Ley said.

He feels that if salespeople focus on emotions, the closing rate can be as high as 80 percent. And by focusing on emotional motivation, a salesperson really does not need to know as much about the product as he or she should about people.

"People do not have to know very much about cars in order to sell them," Ley said, giving the example of knowing about a car's horsepower.

A person does not want to know the technical aspects as much as what the product can do for him or her, he said.

Ley recommends the "hurt and rescue" technique. The hurt is reminding the consumer of the problem, i.e. a car that is in need of constant repair, and the rescue, selling the person a new car, is a way out of their predicament.

According to his theory, people fall into one of three categories when they fail to buy.

The first is "the perfectly happy now" person. Ley said this is outright rejection.

The second is a genuine objection—"this just won't work for me." Ley said many times, in this instance, the salesperson is doing too much talking and not listening to what the prospect needs or wants. "Little doubts create questions, big doubts lose a sale," Ley said.

Japanese ship more cars here through loophole

WASHINGTON.—Japanese cars transhipped from Guam, the Virgin Islands and the Trust Territories and thus not counted as part of the Voluntary Restraint Agreement have been increasing steadily.

According to the Commerce Department, 20,334 units were transhipped from April, 1984, through December, 1984—the first nine months of the fourth year of restraints. The department uses date of export from Japan and thus its numbers are incomplete because of lag time for shipments in transit.

During the third restraint year—April, 1983, through March, 1984—the total was 9,394 units. During the second restraint year (April, 1982–March, 1983), 2,175 units were transhipped and during the first restraint year, none were.

The last category is the "I'd like to think this over." In this case, Ley said, the person is really saying "I don't want it enough to do anything about it."

Ley said all three of those scenarios are caused by the salesperson. While overcoming objections is one of the basic tenets of selling, Ley said avoiding objections is the real key to making the sale.

"Some people say 'I love overcoming objections, that's where the real selling begins,'" Ley said. "Even if you are the world's greatest salesman, it's almost impossible to overcome some objections."

The goal, he said, is to avoid objections by having the person see the benefit in owning the product and making them want to buy.

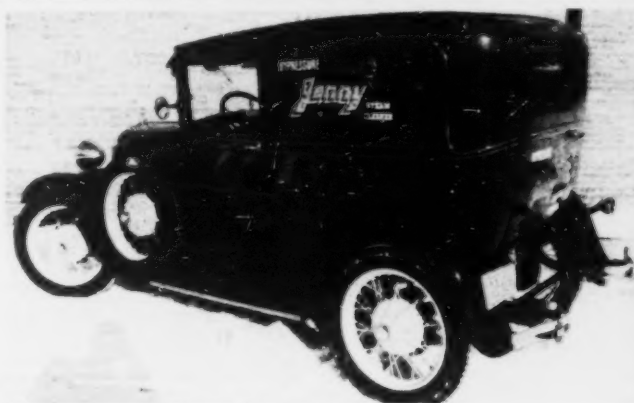
"Every price is too high until

they see the benefit," Ley said. "No price is too high when they see the value in owning it."

"The biggest thing in improving sales is approaching customers correctly," he said, adding that too often, dealership personnel literally attack prospects when they enter the showroom.

Ley said it is important to establish a rapport with the prospect, to chat for a couple of minutes and find out what they need and want.

"Salesmen are driving them away," Ley said. "People want to slide into a situation. We are careful in how people approach us. By sliding in, in a non-threatening way, you can find out what they need, but more important, why that is important to them. Then you sell to that."



Jenny has a jitney in race

Don Cross, of Chicago, will enter his 1929 Model A Ford Deluxe Delivery in the Great American Race, to begin June 24. He turned to a natural partner for sponsorship—the Jenny Steam Cleaner. By the time the Model A had been introduced in 1929, Jenny had already been in business two years, producing high-pressure steam cleaners. The race is a 3,300-mile time/distance rally between Los Angeles and New York. It is sponsored by Interstate Battery System of America.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
DECEMBER, 1984 VERSUS DECEMBER, 1983

	1984		1983	
	Month	Year	Month	Year
AMC Alliance FWD	61,517	994,633	106,711	1,266,076
Encore FWD	3,934	68,588	6,627	15,757
Spirit	0	0	94	4,975
Concord	0	0	69	9,167
Concord SW	0	0	50	4,242
Eagle 4WD	320	3,847	706	9,626
Eagle 4WD SW	1,913	16,704	2,822	20,944

TOTAL AMC 12,318 188,602 21,039 190,797

Chrysler Laser FWD	3,772	51,973	4,311	9,518
LeBaron GTS FWD	1,288	1,678	0	0
LeBaron FWD	6,351	86,606	6,216	67,886
LeBaron SW FWD	736	10,189	1,126	11,578
E Class-NY FWD	5,218	78,708	8,273	81,845
Cordoba	0	0	135	10,421
NY Fifth Ave-Newpt	8,488	91,369	5,343	71,663
Imperial	0	0	16	1,264
Total	25,853	320,523	25,420	254,175

Plymouth Horizon FWD	6,402	77,378	6,621	56,485
Turismo FWD	3,253	46,610	3,507	35,381
Reliant FWD	6,547	98,114	9,036	108,802
Reliant SW FWD	2,296	36,448	5,159	45,877
Caravelle FWD	2,872	7,662	0	0
Gran Fury	1,023	15,253	428	12,139
Total	22,393	281,465	24,751	258,684

Dodge Omni FWD	5,176	66,938	5,718	50,022
Charger FWD	3,574	51,126	4,260	44,938
Daytona FWD	3,335	43,474	3,414	7,412
Aries FWD	5,630	78,480	7,127	81,043
Aries SW FWD	2,182	30,776	4,116	36,945
Lancer FWD	1,141	1,499	0	0
600 '84/400 '83 FWD	2,054	24,366	1,781	26,929
Diplomat	2,718	26,705	554	20,857
Mirada	0	0	136	4,435
600 FWD	2,958	36,343	3,330	33,052
Total	26,768	359,707	30,436	307,633

TOTAL CHRYSLER CORP. 77,014 961,695 80,607 820,492

Ford Escort FWD	23,872	268,228	22,753	242,622
Escort SW FWD	6,362	81,327	7,401	80,938
EXP FWD	3,123	30,177	965	20,333
Fairmont	0	0	332	46,869
Tempo FWD	23,188	254,443	24,632	124,060
LTD	10,749	144,547	12,426	117,337
LTD SW	3,302	49,998	5,724	47,993
LTD Cr. Victoria	10,187	137,385	8,211	9,4705
LTD Cr. Victoria SW	2,228	29,066	2,303	20,930
Mustang	13,401	1,366,067	10,438	113,957
Thunderbird	13,952	153,845	16,446	124,992
Total	110,364	1,285,507	111,631	1,034,732

Lincoln Town Car	8,978	86,162	4,829	57,348
Mark VII	1,715	28,349	2,941	26,353
Continental	2,444	29,767	1,536	13,505
Total	13,137	144,278	9,306	97,206

Mercury Lynx FWD	4,501	52,645	4,571	61,599
Lynx SW FWD	1,025	13,816	1,321	17,135
LN7 FWD	0	0	103	4,945
Capri	1,588	17,647	2,055	22,951
Zephyr	0	0	73	13,361
Topaz FWD	6,279	77,879	7,231	36,106
Marquis	6,837	87,535	5,541	49,689
Marquis SW	781	13,333	1,248	15,678
Grand Marquis	9,235	125,931	7,092	80,388
Grand Marquis SW	1,140	15,449	1,041	12,092
Cougar	10,284	119,466	9,507	80,388
Total	47,814	387,946	35,448	287,708

Lincoln-Mercury Division Total 54,807 663,979 49,089 492,247

TOTAL FORD MOTOR CO. 165,173 1,949,056 160,720 152,6979

Buick Skylark FWD	7,949	102,203	9,388	100,213
Skyhawk FWD	6,214	108,642	5,504	61,409
Skyhawk SW FWD	704	10,672	755	10,092
Somerset Regal FWD	4,824	11,013	0	0

Century FWD	16,004	180,945	16,110	145,481
Century SW FWD	2,460	28,359	616	730
Regal	10,231	182,814	19,031	214,999
Regal SW	0	0	148	11,967
LeSabre	11,997	145,321	12,769	127,412
Electra	122	34,618	7,360	76,479
Electra FWD	6,716	46,294	9	159
Buick SW	1,526	15,217	1,579	18,192
Riviera FWD	4,901	52,223	6,637	51,123
Total	73,648	918,321	79,906	818,256

Cadillac DeVille	854	81,998	13,145	126,867
DeVille FWD	7,760	47,342	0	103
Cimarron	1,227	17,992	1,740	19,124
Fleetwood & Chassis	4,356	39,690	5,360	43,437
Fleetwood FWD	3,019	18,780	0	33
Eldorado FWD	6,206	68,763	7,673	69,487
Seville FWD	3,261	35,113	4,159	32,501
Total	26,663	309,678	32,077	291,552

Chevrolet Chevette	11,002	165,630	17,719	176,053
Camaro	15,077	198,624	17,306	175,690
Cavalier FWD	2,371	186,097	20,519	180,228
Cavalier SW FWD	6,043	86,109	7,695	69,469
Citation FWD	5,519	90,413	7,296	92,126
Malibu	0	0	810	43,992
Malibu SW	0	0	407	41,505
Celebrity FWD	18,425	226,426	22,812	170,410
Celebrity SW FWD	6,715	90,569	1,707	1,940
Monte Carlo	6,184	115,310	12,820	102,628
Impala	3,076	49,601	4,492	46,037
Caprice	10,877	146,274	13,951	126,744
Chevrolet SW	4,569	59,145	6,135	57,644
Corvette	3,407	30,367	2,753	26,037
Total	114,611	1,544,565	136,422	1,310,503

Oldsmobile Omega FWD	369	34,418	3,577	49,081
Firenza FWD	3,418	47,109	2,975	31,491
Firenza SW FWD	905	13,524	1,074	12,405
Calais FWD	5,749	12,048	0	0
Cutlass Ciera FWD	14,878	197,283	19,920	183,141
Cutlass Ciera SW FWD	2,894	40,525	2,176	2,615
Cutlass Supreme-Calais	18,115	300,973	31,455	301,620
Cutlass SW	0	0	135	17,454
Delta 88	15,875	227,572	18,167	193,981
98	124	37,025	12,018	114,409
98 FWD	8,791	60,508	1	24
Oldsmobile SW	1,219	26,114	2,857	25,907
Toronado FWD	3,379	41,074	4,715	39,101
Total	75,716	1,038,173	99,070	971,229

Pontiac 1000	2,249	27,211	2,681	33,710
Firebird	6,921	98,6678	9,537	90,859
Sunbird FWD	7,888	112,617	8,037	73,119
Sunbird SW FWD	689	11,506	1,182	12,316
Grand Am FWD	6,154	13,858	0	0
Phoenix FWD	438	13,057	1,674	24,619
Bonneville	3,910	64,310	7,509	69,309
Bonneville SW	0	0	234	12,789
6000 FWD	8,816	102,581	10,106	89,116
6000 SW FWD	1,207	18,069	691	774
Grand Prix	4,136	70,725	7,470	87,012
Parisienne	4,645	44,176	3,260	19,122
Pontiac SW	1,248	15,996	1,349	5,721
Fiero	4,840	92,374	7,485	18,038
Total	53,141	685,347	61,215	536,404

TOTAL GM CORP. 343,799 4,496,084 408,690 3,927,944

Miscellaneous Domestic 13 267 23 617

Domestic Station Wagon Total 52,144 712,911 61,051 615,882

Domestic Grand Total 598,315 7,595,704 671,079 6,466,829

Import Total 224,406 2,522,527 238,581 2,457,357

Grand Total All Registrations 822,721 10,118,231 909,660 8,924,186

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. New York and Oklahoma 1984 registrations compiled from manufacturers' sales records. Oklahoma 1983 figures not available.



Becker signs with Chevrolet

Steven R. Becker signs a Chevrolet franchise agreement for Becker Motors, Salem, Mo. Joining in the ceremony, from left, are: Don Wood, district sales manager; Jeffrey Hurlbert, zone manager, and Edward Johnson, assistant zone manager.

Japanese volume will reach 2.4 million here in '86

Drop in new U.S. car sales forecast

NEW YORK.—Following a strong first quarter, the pace of domestic auto sales will begin to slip in the second quarter of this year, according to a report by Merrill Lynch Economics, the forecasting group.

First-quarter estimates of sales and production have been raised, primarily because of incentive programs on domestic small cars.

But these programs are scheduled to expire by mid-April, and the payback effects will be felt in the second quarter, Merrill Lynch said.

In addition, relatively high consumer debt, slower growth in the economy, some decline in consumer confidence and the uncertainty surrounding potential tax reform legislation suggest that domestic auto sales will slip in the second and third quarters of 1985,

the group said.

Projections for auto sales in 1985 remain unchanged at 10.2 million units for the total industry, with 7.6 million for domestic and 2.6 million for imports.

The projection for 1986 is total industry volume of 10.4 million units, with domestics at 7.4 million and imports at 3.0 million units.

When it was formulated, the import projection for 1985 assumed either continued restraints on the Japanese or elimination of

the restraints, Merrill Lynch said.

But the projection of 2.4 million Japanese new-car sales for 1986, up significantly from 1.9 million units in 1984, assumed that restraints would be removed.

However, the projection also assumed that Japanese auto companies will continue to manage volume levels in the U.S., based on fears that quotas will be reimposed if the market is flooded with low-priced cars.

The import share will reach about 29 percent in 1986, the report said.

If economic activity remains as robust as in the first quarter of this year, domestic auto sales and production are likely to be several hundred thousand units higher than projected, the report said.

On the other hand, a stronger-than-expected economy in 1985 might result in more cyclical weakness in 1986 than is projected, Merrill Lynch said.

The net result would be that while about the same number of domestic cars would be produced and sold in the next two years, volumes for 1986 would drop more severely from 1985 levels than is now expected, the group said.

Projections for imports would be unaffected by slower economic activity, Merrill Lynch said, because of the unsatisfied demand for Japanese cars that was created by four years of restraints.

In addition, import sales are less susceptible to minor fluctuations in economic activity, because the total import market (including European) tends to be more upscale than the domestic, the report said.

Makers jockey for position in heavy trucks

Continued from Page 18

5,625 in January, up 39.4 percent from the year-earlier 4,034 tallies, and Group 8 registrations numbered 10,486, up 34.2 percent from the year-earlier 7,811 count.

International again lead heavy-truck registrations, followed closely by Ford, but there was some jockeying for position among Mack, GMC, Peterbilt, White and Kenworth.

In January, 3,488 International heavy trucks, representing a 21.65 percent market share were registered. A year-earlier, International's 2,593 registrations represented a 21.89 percent share.

Ford's 3,386 January registrations represented a 21.02 percent market share, up 1.15 percentage points from the year-earlier 2,354 tallies and 19.87 percent market share.

International again led Group 8 registrations with 2,540 tallies to Ford's 1,324. Ford led Group 7 registrations with 2,400 tallies to International's 1,248.

Mack passed GMC for third place in heavy registrations, 2,025 to 1,989.

Kenworth, which held sixth place in 1984 heavy registrations, fell to eighth place in January. Peterbilt, which held seventh place, moved up to sixth place, and White moved up a notch into seventh position.

R.L. Polk's January truck registrations did not include the District of Columbia, as those figures were delayed. New York and Oklahoma registrations were compiled from manufacturers' sales records.

**DRI/McGRAW-HILL ANNOUNCES
THE PUBLICATION OF A TIMELY AND TELLING STUDY
THAT EVALUATES THE INTERINDUSTRY IMPACTS OF
REMOVING THE CURRENT JAPANESE AUTOMOBILE
VOLUNTARY RESTRAINT AGREEMENT.**

LIFE AFTER THE CURRENT JAPANESE VOLUNTARY RESTRAINT AGREEMENT:

WINNERS AND LOSERS

ISSUE 1:

HOW WILL JAPANESE AUTOMOBILE PRODUCERS RESPOND TO THE EXPIRATION OF THE CURRENT VOLUNTARY RESTRAINT AGREEMENT?

ISSUE 2:

HOW WILL INCREASED JAPANESE AUTOMOBILE IMPORTS IMPACT U.S. AUTOMOBILE PRODUCERS AND AFFECT DOMESTIC ECONOMIC ACTIVITY?

ISSUE 3:

HOW WILL MORE IMPORTS AND LESS DOMESTIC PRODUCTION AFFECT THE OUTPUT AND EMPLOYMENT LEVELS OF THE MAJOR AUTOMOBILE SUPPLYING INDUSTRIES?



factories list auction dates

Chrysler Corp.

April 2—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich., and Florida Auto Auction of Orlando, Ocoee, Fla.

April 3—Butler Auto Auction, Gibsonsia, Pa.; Sand Mountain Auto Auction, Boaz, Ala.; Minneapolis Auto Auction, Plymouth, Minn.; Dallas Auto Auction, Grand Prairie, Tex., and Southwest Auto Auction, Phoenix.

April 4—Clanton's Auto Auction, Darlington, S.C.

April 5—Concord Auto Auction, Acton, Mass., and St. Louis Auto

Auction, Bridgeton, Mo.

April 9—Hatfield Auto Auction, Hatfield, Pa.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Golden Gate Auto Auction, Fremont, Calif.

April 10—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, O., and South Seattle Auto Auction, Kent, Wash.

April 11—Fredericksburg Auto Auction, Fredericksburg, Va.; Atlanta Auto Auction, Red Oak, Ga.; Evansville Auto Auction, Evansville, Ind.; 166 Auto Auction, Springfield, Mo., and Arena Auto Auction, Chicago.

Ford Motor Co.

April 2—Harrisonburg Auto Auction, Harrisonburg, Va., and South Seattle Auto Auction, Kent, Wash.

April 3—Golden Gate Auto Auction, Fremont, Calif.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Northstar Auto Auction, Shakopee, Minn.

April 4—Nashville Auto Auction, Nashville.

April 10—Columbus Fair Auto Auction, Obetz, O., and Concord Auto Auction, Acton, Mass.

April 11—Arena Auto Auction, Chicago, and Dallas Auto Auction, Dallas.

April 17—Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

April 18—Aptco Auto Auction, Taylor, Mich.; 166 Auto Auction, Springfield, Mo.; Skyline Auto Exchange, Fairfield, N.J., and Denver Auto Auction, Englewood, Colo.

April 23—Big H Auto Auction, Houston.

April 24—Northway Exchange, Clifton Park, N.Y., and Clanton's Auto Auction, Darlington, S.C.

April 30—Harrisonburg Auto Auction, Harrisonburg, Va.

General Motors

April 3—Golden Gate Auto Auction, Fremont, Calif., and Hatfield Auto Auction, Hatfield, Pa.

April 4—Aptco Auto Auction, Taylor, Mich.; St. Louis Auto Auction, Bridgeton, Mo., and Dallas Auto Auction, Dallas.

April 9—Florida Auto Auction of Orlando, Orlando.

April 10—Northstar Auto Auction, Shakopee, Minn., and Brasher's Auto Auction, Fontana, Calif.

April 11—Nashville Auto Auction, Nashville, and Denver Auto Auction, Englewood, Colo.

April 16—Southern Auto Auction, E. Windsor, Conn., and South Seattle Auto Auction, Kent, Wash.

April 17—Metro Auto Auction, Kansas City, Mo., and Clanton's Auto Auction, Darlington, S.C.

April 18—Indianapolis Auto Auction, Indianapolis.

April 23—166 Auto Auction, Springfield, Mo.

April 24—Brasher's Salt Lake Auto Auction, Salt Lake City.

April 25—Butler Auto Auction, Gibsonsia, Pa., and Arena Auto Auction, Chicago.

IMPORTED CAR SALES

	Feb. 1985	Feb. 1984	2 Mos. 1985	2 Mos. 1984
Alfa Romeo	252	210	637	368
Audi	4,715	5,432	10,086	10,662
4000S	1,158		2,264	
4000S Quattro	323		681	
5000S	2,245	3,172	4,864	5,836
5000S turbo gas	618	491	1,309	1,304
Quattro turbo	7	6	14	7
Coupe	243	282	549	570
BMW	6,138	5,242	11,577	9,505
318				
320	1,884	3,283	3,437	5,917
325e	2,028		3,836	
528				
533	1,326	1,084	2,488	1,887
635csi	242	208	498	439
735	658	667	1,318	1,262
Chevrolet Spectrum	3,341		6,089	
Chevrolet Sprint	1,360		2,822	
Chrysler				
Mitsubishi	6,763	6,587	14,332	15,847
Colt (Dodge/Plym.)	5,033	4,993	10,898	12,080
Conquest				
Sapporo				
Challenger	394	776	822	1,585
Vista (Dodge/Plym.)	1,336	818	2,612	2,182
Honda	29,610	31,988	65,548	67,250
Civic	11,339	10,958	24,602	22,301
Civic CRX	4,553	2,915	9,947	7,034
Accord	9,341	12,378	21,578	25,914
Prelude	4,377	5,737	9,421	12,001
I.A.I.	00		00	
Isuzu	1,849	1,453	4,262	2,655
I-Mark	203	431	976	863
Impulse	1,646	1,022	3,286	1,792
Jaguar	1,419	1,030	2,268	2,085
XJ6	1,135	917	1,813	1,830
XJS	284	113	455	255
Maserati Biturbo	75		226	
Mazda	14,163	12,259	26,242	25,494
GLC	3,056	3,167	5,885	6,406
626	6,463	5,182	11,986	10,651
RX-7	4,644	3,910	8,371	8,437
Mercedes-Benz	6,226	6,256	12,146	12,637
190D	274	629	548	1,459
190E	1,915	1,048	3,496	1,799
240D	3	5	3	13
300D	1,090	1,341	2,200	2,616
300CD	91	111	209	232
300TD	166	195	340	441
300SD	552	1,283	1,069	2,606
380SE	761	473	1,459	945
500SEL	450	307	934	697
380SL				
SLC	788	728	1,629	1,519
500SEC	136	136	259	310
Mercury Merkur	256		392	
Mitsubishi	2,466	3,250	5,698	6,583
Starion	328	670	802	1,284
Cordia	539	1,329	1,258	2,705
Tredia	413	1,251	1,200	2,594
Mirage	634			1,021
Galan	552		1,021	
Nissan	36,493	35,056	78,923	72,092
Sentra	12,611	14,164	28,213	31,149
Pulsar	3,325	2,308	7,397	5,753
Stanza	3,265	3,477	7,249	8,141
Maxima	6,331	4,209	14,032	9,289
200SX	5,002	4,395	10,724	4,538
300ZX	5,023	6,069	10,093	12,285
Hawaii	936	434	1,215	937
Peugeot	1,130	1,507	2,169	3,019
Porsche	1,724	2,027	3,667	3,952
944	1,206	1,262	2,650	2,542
911	341	533	708	994
928	177	232	272	416
Renault	675	821	1,519	2,132
181	187	99	340	203
Fuego	488	722	1,179	1,929
Saab	2,655	2,428	5,545	5,136
900	742	677	1,427	1,394
900S	792	676	1,586	1,434
Turbo	1,075	1,042	2,426	2,192
Tourist	46	33	106	116
Subaru	12,518	13,424	23,919	26,874
Toyota	43,161	39,879	86,113	79,871
Starlet		140	0	250
Corolla	11,763	11,092	22,539	23,002
Tercel	6,262	7,596	14,502	15,377
Celica	5,545	6,585	11,854	12,985
Supra	1,829	2,090	3,936	4,268
Camry	7,881	5,795	15,593	11,124
Cressida	3,469	2,762	6,925	5,401
Land Cruiser	79	202	269	
Van	2,854	2,862	5,512	5,565
4Runner SR5	594		1,235	
MR2	2,150		2,443	
Hawaii	732	755	1,302	1,697
Other	3		3	
Volkswagen	8,208	9,265	18,077	17,689
Cabriolet	901	786	1,693	1,544
Jetta	4,405	3,789	9,838	7,848
Vanagon	1,232	1,587	2,793	3,050
Quantum	894	1,297	2,039	2,528
Scirocco	776	1,806	1,714	2,719
Volvo	8,880	8,104	18,716	17,496
DL	3,360	3,919	7,438	8,447
GL	710	2,205	1,654	4,647
GLT Turbo	365	849	1,071	2,000
DL/GL	339	298	1,105	633
740GLE	1,971		3,924	
740 Turbo	740		651	
745 GLE	31		31	
745 T	31		31	
760	273	423	539	973
760 Turbo Diesel	252	265	531	555
760 GT	601	145	1,271	241
Tourist	343	145	471	241
TOTAL	193,633	186,218	400,773	381,347

Used Car Sales

Auction Averages

March 1985	\$4,928
Month ago	\$4,782
Year ago	\$5,162

Model Breakdown

Auction Averages

	MAR. 1985	FEB. 1985	JAN. 1985
1985	\$12,924	\$14,691	\$11,375
1984	\$9,046	\$8,850	\$8,726
1983	\$6,028	\$6,171	\$5,978
1982	\$5,332	\$5,185	\$5,343
1981	\$4,544	\$4,049	\$4,350
1980	\$3,474	\$3,301	\$3,600
1979	\$2,809	\$2,742	\$2,771
1978	\$1,578	\$1,907	\$2,117
Overall Average	\$4,928	\$4,782	\$4,992

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Continued from Page 10

under the EPA regulations. Comparing the increase in cost due to emission controls installed by the factory and the cost of the emissions test with current modification and test cost of \$3,500 results in a lower cost of direct imports of about \$1,700 (\$3,500 minus \$1,800 equals \$1,700).

Finally, President Reagan has demonstrated that he has no tolerance for artificial trade barriers. Witness the decision to drop the voluntary restraints on Japanese imports and the Duracell decision where he reversed the International Trade Commission in its decision to restrict imports. We believe that the Administration understands that direct imports provide a critical price-adjusting function that will result in benefits to American buyers.

AICA is rapidly moving forward to implement self-policing in the direct import industry that meets all of its obligations for safety and emissions compliance. We believe that this self-policing will take away the arguments by the opposition that this industry is not responsible or capable of being policed.

We believe that some of the auto makers will attempt to maintain their price structures and seek changes to U.S. laws to ban direct imports and, sooner or later, that effort in and of itself will cause a focus on price structure protection.—**Benjamin R. Jackson**, Executive Director, Automobile Importers Compliance Assn., Washington.

Chevy dealer makes a million for charity

ST. LOUIS.—Johnny Londoff, North County Chevrolet dealer, made a million—not in the auto business but as chairman of the Variety Club Telethon. Pledges totaled \$1,219,349 and will benefit more than 100 children's organizations. Among the performers were Sammy Davis Jr. and Tony Bennett.

Closer link for manufacturing, engineering, planning

Betti promoted in Ford revamping

Continued from Page 1

substantial consolidation of power under Betti. The new job gives him responsibility for the company's long-range planning, research, design, engineering and manufacturing of new products. A new Engineering and Manufacturing Staff, reporting to Betti, has been created to involve manufacturing in the product-planning, design and engineering process.

He will also oversee the Marketing, Purchasing and Supply and Environmental and Safety Engineering staffs. In addition, a spokesman said, the company's Alpha project, Ford's clean-sheet small-car program, will report to Betti through Herr.

According to Ford Chairman Donald Petersen, the changes mean "responsibility for identifying consumer needs, generating new technologies and concepts that address those needs, and evolving appropriate product designs, related manufacturing processes and marketing strategies

will be coordinated from within a single organization."

The move emphasizes the kind of philosophical shift characterizing U.S. auto makers today as they gear up for long-term competition with less-costly production sources overseas. Coordination of manufacturing and engineering is a fundamental part of the movement to build cars faster and more efficiently and is a centerpiece of the various high-tech small-car projects.

Auto analyst Arvid Jouppi called the new organization a response to GM's various steps toward cost efficiencies, including



John A. Betti



Frederick Z. Herr

the company's Saturn project, implementation of Japanese manufacturing features and acquisition of Electronic Data Systems to streamline corporate communications.

"Ford is now formalizing its response in that it is drawing manufacturing and engineering functions under one head," said Jouppi. "Ford is formalizing an organization to capture these advanced manufacturing techniques."

Reporting channels have been altered in the reorganization. The Design, Purchasing and Supply and Marketing Staffs will now move directly to Betti. The Design and Marketing Staffs, which previously answered to Ford President Harold Poling, will report to Betti, who in turn reports to Poling.

Purchasing and supply activities will now answer directly to Betti. They formerly moved to Betti through James Bakken, vice president, Operations Support Staffs, whose job description was altered last week. A company spokesman said Ford's Alpha project, headed by Henry Nida, will report to Betti through Herr.

Betti, 54, joined Ford in 1962 after 10 years as an engineer with Chrysler. He was elected a vice president at Ford in 1975 and has held various engineering and manufacturing positions with the company's North American and European operations.

He was promoted to executive vice president of Technical Affairs last fall, replacing Louis R. Ross, who was appointed executive vice president of North American Automotive Operations. Betti became a Ford Motor director in February.

Herr, 59, has been general manager of Ford's Electrical and Electronics Division since Jan. 1, 1981. He has been with the company since 1956, holding various supervisory and management jobs within Ford's engineering and manufacturing organizations.

As vice president for engineering and manufacturing, Herr will have four principal operations reporting to him—engineering, manufacturing, advance manufacturing and engineering and product and technical planning.

Product and technical planning is a new operation responsible for recommending advanced-concept priorities and supervising evolution of vehicle and powertrain concept programs.

W.R. Wilkinson has been appointed executive director of product and technical planning. He formerly was executive director of product strategy development.

Donald F. Kopka continues as vice president for design, Lionel M. Chicoine as vice president of purchasing and supply and B.J. Coughlan as executive director of the Marketing Staff.

Bakken's title has been changed to vice president for operations support services, overseeing plant engineering, product quality and statistical methods. He also is responsible for pulling together companywide efforts in the area of computer-aided engineering design and manufacturing.

Ford announced last week that Frank E. Macher will succeed Herr as general manager of the Electrical and Electronics division. Macher has been vice president of Northern Pacific Operations at Ford Asia-Pacific.



Quattroporte No. 1,000

Posing with the 1,000th Maserati Quattroporte delivered to a U.S. dealership are Bruce Qvale, right, general manager of Maserati Import Co., San Francisco, and Tony Thompson, president of Maserati of Beverly Hills (Calif.).

It's spring and U.S. roads have 56 million potholes

By Jake Kelderman
Washington Reporter

WASHINGTON.—It's enough to bring a smile to any alignment man.

The Washington-based Road Information Program estimates that there are as many as 56 million potholes in U.S. roads today, an average of 29 for each mile of American pavement.

Based on the group's survey of state highway engineers, Ohio leads the nation with nearly 6.9 million of the troublesome indentations, followed by Pennsylvania with 3.9 million, South Carolina with 3 million and Tennessee and Florida with 2.2 million each.

If everyone were so inclined, it would cost approximately \$308 million to eradicate the roadway acne, the Road Information Program estimates. This is based on a per-pothole cost of \$5.50 for material, labor and equipment to fill it.

Donald Knight, RIP executive director, said the "potholes signal the arrival of spring and offer graphic proof that our roads are in trouble."

"These are not pinholes we are talking about," Knight said, noting that the average pothole mea-

sures about 1 1/4 feet wide and almost half a foot deep.

Potholes develop when water seeps into roadbeds, freezes and expands. In the spring, when the ice melts, the covering of cavity left below the road surface collapses under the weight of passing vehicles, leaving holes in the road that can, at worst, wreak havoc with auto suspension systems.

The transportation research group estimates that about 19.7 million tons of material will be used this year to fill most of the holes at a cost of \$224 million.

U.S. car sales climb 18 pct. for mid-March

Continued from Page 3

estimated sales of 3,000, down 36.84 percent from 4,750 (down 43.94 percent daily rate).

Chrysler, which not too many years ago was regularly earning less than 10 percent of the domestic market, held 16.08 percent for mid-March this year, up from 12.17 percent in 1984. Ford earned 27.51 percent, up from 23.63 percent.

GM plunged to 52.90 percent from 60.27 percent. AMC was down to 1.10 percent from 2.05 percent. VW earned 0.96 percent compared with 0.84 percent a year earlier, and Honda was up to 1.45 percent from 1.04 percent.

Mid-March brought strong sales gains for Chrysler and Ford products and ups and downs for GM. Plymouth was up 62.52 percent over last year, Chrysler was up 51.37 percent and Dodge was up 55.42 percent.

Mercury was up 12.07 percent, Lincoln was up 17.27 percent and Ford climbed 52.41 percent.

At GM, Buick was down 9.06 percent, Cadillac was up 25.20 percent, Chevrolet was up 0.72 percent, Oldsmobile was up 0.62 percent and Pontiac rose 29.17 percent.

Estimated AMC sales of 300 Eagles were down 68.42 percent from 950 while Renault was down 28.95 percent. VW had a 34.70-percent increase, and Honda was up 65.49 percent.

The top-selling nameplates in mid-March were led by Ford Tempo at 17,935. Second was Oldsmobile Cutlass Ciera at 12,785, then Chevrolet Cavalier at 11,729, Ford Escort at 10,368 and Chevrolet Celebrity at 10,289.

Michigan acts to ease fund snag on Mazda plant

Continued from Page 1

mitment.

"The VRA never has and does not now have any influence on Mazda's project," he said.

He said the expected 25 percent increase in Japanese imports would provide insufficient volume for Mazda, which was limited to 170,000 units in the final year of restraints. The company's U.S. dealers have long maintained they could double sales in the U.S. if supplies were available.

The Flat Rock plant will be capable of turning out 240,000 units annually. However Mazda is negotiating to sell part of the plant's output to Ford Motor Co., which owns 25 percent of the Japanese company.

Construction of the Flat Rock plant is scheduled to begin this spring. Production is due to begin in the fall of 1987.

Signing with Chevy

FOREST HILLS, N.Y.—Arnold J. Posner has signed for Lawrence Chevrolet, Inc.

Jaguar profits up sharply; BL slips deeper into red

By Richard Feast
European Editor

LONDON.—Jaguar reported a pre-tax profit of 91.5 million pounds (\$105 million) for 1984, an increase of 83 percent over 1983.

It is the first time in 18 years the company has reported its results as an independent unit. It followed last summer's sale of stock and Jaguar's separation from the state-owned BL group.

At the same time, the former owners remained in the red. BL, which had expected to break even in 1984, saw its deficit increase by 9 percent to 73.3 million pounds (\$84 million). There were declines in sales (3.4 billion pounds, \$3.9 billion), production (490,000) and unit sales (511,000).

However, there was a mood of confidence at Jaguar, whose results were revealed just two days after BL's. "By any standards, it was a successful year," said John Egan, chairman and chief executive.

Sales rose 34 percent to 634.1 million pounds (\$729 million) and production increased 19 percent to 33,437.

Jaguar said the performance reflects continuing strong demand for its products, an ability to supply efficiently and the strength of the dollar.

Jaguar has no outstanding debts of any significance and is sitting on "quite substantial" cash reserves, Egan said. It spent 38

million pounds on capital investments last year and will put up to 50 million pounds this year and up to 60 million pounds next year into the business.

"Remember, in the 1970s, Jaguar was spending one, two, three million on investments," Egan said.

But the main Jaguar thrust is now coming in West Germany—"the home of our major rivals," as Egan frequently comments. The company expects to sell about 2,500 cars there this year, compared with 1,950 last year. But that will not be the ceiling, as 65 percent of all luxury-car sales in Europe are in West Germany.

Company officials were evasive about the introduction date of the XJ40, the replacement for the current Series 3 sedan. Egan confirmed it will not be this year, but unofficial reports suggest the launch has been put back from the spring to the fall of next year.

While demand for present models remains high, Jaguar is taking the time to perfect the new model. It is under no pressure to introduce it, and it is aiming for standards of refinement and reliability beyond anything that has been achieved in the U.K.

Jaguar also estimates that 25 percent of the shares issued last year are held in the U.S. through banks' American Depositary Receipts (ADRs).

DOMESTIC SALES

	Mar 11 20, 1985	Mar 11 20, 1984
Renault		
Alliance-Encore	2,700	3,800
AMC	300	950
AMERICAN MOTORS	3,000	4,750
Chrysler	13,048	8,620
Plymouth	13,964	8,592
Dodge	17,018	10,950
CHRYSLER CORP.	44,030	28,162
Ford	52,058	34,156
Mercury	17,868	15,944
Lincoln	5,406	4,610
FORD MOTOR CO.	75,332	54,710
Buick	23,762	26,128
Cadillac	9,563	7,638
Chevrolet	48,020	47,679
Oldsmobile	40,481	40,232
Pontiac	23,025	17,826
GENERAL MOTORS	144,851	139,503
VOLKSWAGEN	2,624	1,948
HONDA	3,985	2,408
U.S. INDUSTRY		
TOTAL	273,822	231,481

† Estimate

obituaries

Claire E. O'Brien

PEORIA, Ariz.—Claire E. O'Brien, 87, retired owner of Roy O'Brien Ford, St. Clair Shores, Mich., died here March 4.

Melvin Q. Winter

HILLSBORO, Ore.—Melvin Q. Winter, 69, owner of Mel Winter Auto Center, Inc., Pendleton, Ore., died March 11. Winter had been a Volkswagen dealer since March, 1955, and added Audi to his dealership in 1974. Mr. Winter was mayor of Pendleton from 1960-62.

Ross E. Thompson

NAPLES, Fla.—Ross E. Thompson, 77, retired assistant general sales manager of Pontiac, died March 23. Mr. Thompson held that post at Pontiac from 1955 to 1968.

John B. Kenney

AVON, Conn.—John B. Kenney, president of O'Neill's Chevrolet-Buick, died March 22. Mr. Kenney was a past president of the Hartford Automobile Dealers Assn.

Week's total highest since Jan. 12

Year's car output tops 2 million

By Louise Kertess

Detroit Reporter

U.S. auto production passed the two million mark last Monday (March 25), barely a day ahead of last year.

By week's end, the total was expected to reach 2,181,490 units, a pace running about even with (up 0.58 percent) last year's 2,168,972 assembled last year at this point.

Last week's targeted production of 183,935 cars was the highest since the week ended Jan. 12, when 185,560 cars were built. Overtime contributed to the high output.

Last week's total was 6.87 per-

cent more than the previous week's 172,116 and 1.19 percent more than the year-ago week's 181,765.

Companies shared last week's scheduled car production as follows: General Motors, 59.74 percent; Ford Motor Co., 18.12 percent; Chrysler Corp., 16.74 percent; American Honda, 2.05 percent; American Motors, 2.04 percent; Volkswagen of America, 1.09 percent; Nissan Motor Mfg. Corp., U.S.A., 0.18 percent, and New United Motor Mfg., Inc., 0.04 percent.

Nissan reported its first weekly production of Sentras last week at

its plant in Smyrna, Tenn.

GM scheduled two overtime shifts Saturday (March 30) at the following plants: Pontiac; Detroit; Arlington, Tex.; Doraville, Ga.; Fairfax, Kans.; Framingham, Mass.; Janesville, Wis.; Lakewood, O.; Leeds, Mo.; Linden, N.J.; Lordstown, O.; Oklahoma City, and Orion Township.

One shift was scheduled Saturday at GM's plant in Wentzville, Mo.

Ford also scheduled Saturday overtime at its plants in Lorain, O., and Dearborn.

Daily overtime is scheduled at the following Ford plants this week (April 1): Atlanta, Chicago, Dearborn, Kansas City, Lorain (O.) and Wixom (Mich.).

Honda's Marysville (O.) facility was scheduled to work eight hours Saturday and six overtime hours during the week.

Chrysler's Belvidere (Ill.) and Jefferson (Detroit) assembly plants were scheduled to work two overtime shifts Saturday.

The Belvidere, Newark (Del.) and St. Louis No. 2 plants are also scheduled to operate two nine-hour daily shifts this week.

Truck production for year stands 7 pct. above '84

Domestic makers scheduled production of 68,967 trucks last week, about the same (down 0.44 percent) as the previous week's 69,270, but 6.83 percent more than the year-ago week's 64,560.

Year-to-date, 847,431 trucks have been assembled, 6.98 percent more than the 792,133 built last year at this time.

General Motors scheduled two overtime shifts Saturday (March 30) at its Baltimore plant.

GM's Moraine (O.) plant scheduled work on Saturday as a makeup day.

Ford Motor Co. also scheduled Saturday overtime at its Twin Cities plant.

Ford has scheduled daily overtime this week (April 1) at its plants in Lorain, O.; Wayne, Mich. (Michigan Truck); Kansas City; Norfolk; Twin Cities, and Louisville.

Chrysler Corp.'s Warren (Mich.) plant is scheduled to work two nine-hour daily shifts this week (April 1).

Downtime hurts; Canadian output at 12-week low

Canadian car makers scheduled their lowest production in 12 weeks last week: 14,769 units, 28.88 percent below the previous week's 20,766 and 39.05 percent lower than the year-ago week's 24,232.

Last week's total reflected the closing of American Motors' Brampton (Ont.) plant for two weeks for inventory adjustment (production is scheduled to resume April 8) and downtime at Ford Motor Co.'s Oakville (Ont.) facility which is converting to the 1985 1/2-model Escort and Lynx.

So far this year, 245,551 cars have been built, 11.57 percent fewer than the 280,800 assembled last year at this point.

Makers expected to build 18,348 trucks last week, down a bit (1.38 percent) from the previous week's 18,605 but 8.58 percent more than the year-ago week's 16,898.

U.S. CAR PRODUCTION

	Week Ended March 30, 1985	Week Ended March 31, 1984	Week Ended March 23, 1985	March Est.	Jan. 1 to March 31, 1984	Jan. 1 to March 30, 1985
AMERICAN MOTORS	3,750	4,795	3,716	11,782	50,803	25,988
Renault Total	3,750	4,795	3,716	11,782	50,803	25,988
Alliance	1,950	2,723	2,041	6,316	26,698	15,090
Encore	1,800	2,072	1,675	5,466	24,105	10,898
CHRYSLER CORP.	30,800	29,077	30,201	126,053	336,355	334,619
Plymouth Total	9,100	8,528	8,502	36,549	100,334	97,426
Horizon	3,500	3,602	3,004	12,903	41,664	33,644
Reliant	4,100	4,339	4,019	16,953	52,426	44,059
Caravelle	1,200	236	1,028	4,862	2,242	14,970
Gran Fury	300	351	451	1,830	4,002	4,753
Chrysler Total	9,600	9,496	10,306	41,855	110,052	112,958
LeBaron	2,300	2,281	2,374	10,639	33,073	29,980
LeBaron GTS	2,500	0	2,476	9,212	0	20,781
Laser	1,000	1,552	1,105	4,309	20,068	12,654
New Yorker/E-Class	1,400	2,664	1,438	6,515	27,721	18,520
Fifth Avenue	2,400	2,999	2,913	11,180	29,190	31,023
Dodge Total	12,100	11,053	11,393	47,650	125,969	124,235
Omni	3,700	3,430	3,216	13,946	37,805	36,042
Aries	3,200	3,348	3,140	13,182	42,015	33,876
Daytona	900	1,455	854	3,652	16,514	11,527
Dodge 600	1,600	1,921	1,439	6,429	21,630	19,097
Lancer	1,800	0	1,843	7,334	0	15,603
Diplomat	900	899	901	3,405	8,005	8,090
FORD MOTOR	33,323	40,146	28,526	135,933	447,836	450,771
Ford Division	20,806	26,188	19,602	89,570	297,944	296,543
Escort	3,470	8,055	4,447	17,335	91,514	74,332
Mustang	4,443	2,942	3,795	16,746	33,102	45,813
LTD	4,991	5,526	3,512	18,648	62,443	59,727
Thunderbird	3,980	3,521	3,961	20,641	44,466	57,893
Crown Victoria	0	1,749	0	0	21,697	7,122
EXP	0	639	0	0	8,454	3,838
Tempo	3,922	3,756	3,887	16,200	36,268	47,818
L-M Division	12,517	13,958	8,924	46,364	149,892	154,228
Mercury Total	8,964	9,777	5,421	32,305	106,531	110,305
Lynx	482	1,458	672	4,102	18,547	18,756
Capri	198	362	172	976	4,510	5,151
Marquis	4,081	1,759	1,357	10,956	25,073	29,265
Cougar	2,975	2,889	1,984	10,903	24,614	36,138
Grand Marquis	0	1,879	0	0	23,469	4,733
Topaz	1,228	1,430	1,236	5,368	10,318	16,262
Lincoln Total	3,553	4,181	3,503	14,059	43,361	43,523
Continental	649	744	626	2,550	7,917	7,962
Lincoln	2,516	2,616	2,481	9,958	23,943	31,110
Mark VI/VII	388	821	396	1,551	11,501	4,851
GENERAL MOTORS	109,879	102,322	103,739	439,891	1,273,345	1,301,844
Buick Total	20,570	21,342	18,832	80,078	273,922	245,270
Skyline	2,250	1,823	2,262	9,326	25,917	29,976
Skyhawk	2,154	3,731	1,853	8,787	43,399	26,859
Somerset Regal	2,900	0	3,176	12,225	0	33,053
Century	4,000	4,277	3,739	16,819	59,008	54,775
Regal	2,326	4,643	2,038	9,934	54,199	26,195
LeSabre/Electra(rwd)	3,136	4,841	1,982	9,501	66,984	34,362
Riviera	1,423	1,218	1,470	5,793	15,376	16,743
Electra(rwd)	2,381	809	2,312	9,693	4,039	23,307
Cadillac Total	8,547	8,252	7,977	33,865	89,802	100,312
Cimarron	751	390	725	2,999	5,534	7,759
Seville	957	942	978	3,890	10,636	11,322
Eldorado	1,781	1,673	1,841	7,275	19,464	20,847
Cadillac (rwd)	1,069	4,222	1,054	4,312	50,042	14,081
DeVille (rwd)	3,989	1,025	3,379	15,389	4,126	46,303
Chevrolet Total	37,755	33,746	35,648	154,709	433,075	463,102
Chevette	3,614	4,867	3,054	14,564	57,280	42,468
Cavalier	11,079	9,211	10,931	43,098	107,737	126,563
Celeberty	6,646	5,067	5,638	27,259	78,069	76,388
Camaro	4,915	4,866	20,359	68,378	59,668	59,668
Citation	1,750	2,717	1,814	7,250	26,578	21,282
Malibu/El Camino	0	840	0	0	8,798	0
Monte Carlo	3,656	2,636	3,308	15,125	46,665	40,992
Chevrolet	4,895	2,375	5,031	22,836	30,259	84,814
Corvette	1,000	782	1,006	4,217	9,311	10,927
Oldsmobile Total	29,230	26,512	26,712	113,888	330,486	328,611
Omega	0	1,278	0	0	13,808	0
Firenza	1,975	2,008	1,763	7,908	18,824	20,113
Cutlass Supreme	5,435	9,880	4,444	18,987	101,628	51,477
Cutlass Ciera	9,226	6,453	7,995	36,091	70,605	103,140
88/96 (rwd)	4,235	4,983	4,056	16,790	110,284	61,660
Olds 98 (fwd)	3,568	888	3,107	13,650	3,607	37,758
Calais	3,735	0	4,264	16,155	0	41,999
Toronado	1,056	1,022	1,083	4,307	11,730	12,444
Pontiac Total	13,777	12,470	14,570	57,350	146,060	164,549
Acadian**	0	330	216	817	4,689	2,935
2000 Sunbird	3,173	3,586	3,293	11,887	39,068	36,760
1000	793	758	666	3,189	10,906	8,859
Firebird	2,705	2,222	2,717	11,174	28,893	32,415
Phoenix	0	392	0	0	4,385	0
6000	742	0	780	3,204	0	7,047
Grd Prix/Bon'vie	0	1,660	0	0	20,107	0
Parisienne	999	535	1,146	5,159	6,156	18,159
Fiero	2,400	2,987	2,393	9,788	31,856	28,058
Grand Am	2,965	0	3,359	12,133	0	30,316
HONDA	3,777	3,043	3,764	15,519	30,318	42,314
NISSAN	336	0	0	336	0	336
NUMMI (Nova)*	70	0	70	260	0	405
VOLKSWAGEN	2,000	2,382	2,100	8,679	30,315	25,213
Total Cars - U.S.	183,935	181,765	172,116	738,453	2,168,972	2,181,490
Total Cars, Canada	14,769	24,232	20,766	78,027	280,870	245,551
N. American Cars	198,704	205,997	192,882	816,481	2,449,842	2,427,041
N. American Trucks	87,315	81,458	87,875	366,115	1,000,182	1,074,673
North American Cars and Trucks	286,019	287,455	280,757	1,182,596	3,450,024	3,501,714

*-Revised estimate						
**All Acadians are built for sale in Canada						
Monthly estimates may contain error of one or two units due to rounding.						

So far this year, 227,242 trucks have been assembled, 9.23 percent more than the 208,049 completed last year at this point.

Chrysler's Windsor (Ont.) plant scheduled production of 2,746 Plymouth Voyagers, 2,743 Dodge Caravans and 619 Mini Ram Vans last week, bringing this year's total T-115s to 73,385.

Adduci elected

DETROIT.—V.J. (Jim) Adduci, MVMA president, has been elected chairman of the National Commission Against Drunk Driving. Adduci succeeds John A. Volpe, former U.S. secretary of transportation, who becomes chairman emeritus.

CANADIAN CAR PRODUCTION

	Week Ended March 30, 1985	Week Ended March 31, 1984	Week Ended March 23, 1985	March to Date	Jan. 1 to March 31, 1984	Jan. 1 to March 30, 1985
AMERICAN MOTORS	0	610	609	731	7,047	2,752
FORD MOTOR	5,568	9,820	9,866	38,458	102,090	130,934
GENERAL MOTORS	8,976	13,577	10,072	37,899	168,905	109,081
VOLVO	225	225	219	939	2,828	2,784
Total Cars, Canada	14,769	24,232	20,766	78,027	280,870	245,551

TRUCK PRODUCTION IN U.S.

	Week Ended March 30, 1985	Week Ended March 31, 1984	Week Ended March 23, 1985	March to Date	Jan. 1 to March 31, 1984	Jan. 1 to March 30, 1985
CHEVROLET	21,854	20,324	23,242	96,073	253,414	285,641
DODGE	4,600	4,252	4,736	18,302	53,582	51,068
FORD	26,041	24,924	24,924	105,609	302,827	299,732
GMC	7,016	6,920	6,848	29,224	81,280	85,859
INTERNATIONAL	1,660	1,713	1,244	6,782	18,422	19,279
JEEP	4,300	3,523	4,400	17,531	44,759	51,362
NISSAN	1,726	1,854	2,106	8,819	24,409	29,680
AM GENERAL	50	50	50	210	640	630
MISCELLANEOUS	1,720	1,000	1,720	7,224	12,800	24,180
Total Trucks, U.S.	68,967	64,560	69,270	289,776	792,133	847,431

CANADIAN TRUCK PRODUCTION

	Week Ended March 30, 1985	Week Ended March 31, 1984	Week Ended March 23, 1985	March to Date	Jan 1 to March 31, 1984	Jan 1 to March 30, 1985
CHRYSLER	8,760	7,229	8,854	36,930	84,368	106,568
FORD	3,460	3,133	3,708	13,971	42,388	43,244
GENERAL MOTORS	5,888	6,391	5,780	24,428	79,488	74,548
INTERNATIONAL	240	146	263	1,010	1,805	2,882
Total Trucks, Canada ..	18,348	16,898	18,605	76,339	208,049	227,242
N. American Trucks ...	87,315	81,458	87,875	366,115	1,000,182	1,074,673

Automotive News

April 8, 1985

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Chrysler, Mitsubishi near accord on U.S. venture

By Marjorie Sorge
Labor Editor

Chrysler Corp. Chairman Lee A. Iacocca will discuss and possibly announce a joint venture with Mitsubishi to build vehicles in the U.S. while on a trip to Japan and Korea which begins this week, Automotive News has learned.

The new car would be a subcompact that would replace the Dodge Omni and Plymouth Horizon, which are due to be dropped for the 1988 model year. The major parts of the powertrain would come from Japan and the rest of the components would be basically sourced in the U.S., sources said.

It is also likely that Chrysler and Mitsubishi will build a new plant somewhere in the Midwest for the new car, although other sites have been discussed.

The setup could be similar to the General Motors-Toyota joint venture in California, which began producing the Chevrolet Nova late last year. GM and Toyota created a separate company in that venture.

Chrysler is holding discussions with Mitsubishi on a number of matters, but the company will not

comment on any speculative reports, said a company spokesman.

It has also been reported in Japan that Chrysler plans to increase its shareholding in Mitsubishi from 15 to 24 percent as part of the company's plan to build cars in the U.S.

The spokesman declined to comment on that report.

While Mitsubishi has been talking about building its own plant in the U.S., it has been rumored that the company has been pulling back since General Motors announced its Saturn project.

Iacocca has said Chrysler's relationship with Mitsubishi, which is now 16 years old, will be even closer in the future.

Chrysler currently sells three Mitsubishi cars, the Conquest, Vista and Colt, and a Mitsubishi truck, the Ram 50. Chrysler buys 2.6-liter four-cylinder engines from Mitsubishi and has an agreement to buy a three-liter V-6 from the company for the 1987 model year.

The Mitsubishi V-6 engine will be in the 1987½ minivans, the new A-car will get it in 1988½, the C-car in 1987½ or 1988 and the Imperial will offer it in 1989,

sources said. The A-cars are compacts, the C-cars are full-size.

Under the Voluntary Restraint Agreement, Chrysler was getting 87,500 cars annually from Mitsubishi, but Iacocca has said the company wants up to 200,000 more now.

Chrysler has looked at its Belvidere (Ill.) plant as a possible location for building the joint-venture vehicle, but sources said it is not the most likely candidate. Belvidere is scheduled to build the Dodge Omni and Plymouth Horizon through 1987.

The new P-car was to be built in that plant, but Iacocca cut production there.

Please turn to Page 50, Col. 3

Spying on the Sprint



Jim Dunne

Two more doors

Chevrolet will offer a four-door version of the Suzuki-built Sprint this fall. The price is not available; however the 1985 two-door hatchback model is priced at \$5,151. The new hatchback will be sold in the same nine Western states as the two-door.

Barriers spawn congressional demand for retaliation

Japanese trade issue heats up

By Geoff Sundstrom
Washington Reporter

WASHINGTON.—The fallout generated by Japan's decision to export more cars to the U.S.—while failing to remove barriers to U.S. products—continued on Capitol Hill last week.

As the White House was moving to play down Japanese intransigence in ongoing trade negotiations, the House on Tuesday speedily passed a resolution urging President Reagan to take retaliatory action against Japanese imports. The measure, approved 394 to 19, was a milder version of a Senate resolution passed a week earlier.

Trade pressure also intensified in the Senate, as the Finance Committee passed—in bill form—the resolution approved earlier by the full Senate.

The action prompted immediate moves by the Japanese to defend their world-trading record and to assure the U.S. that market-opening measures were underway.

Japanese officials pointed to the high U.S. dollar and huge federal budget deficits as sources of American noncompetitiveness in Japan. Cultural differences were also cited, while market-opening measures already implemented were pointed out.

But Senate Commerce Committee Chairman John Danforth, Missouri Republican, and Senate Finance Committee Chairman Robert Packwood, Oregon Republican, countered Japanese claims.

The senators said that whatever the excuse, the U.S.-Japan trade imbalance was unacceptable and that Japanese trading practices are a problem even for nations whose currency is undervalued against the yen.

Although the opening shots of what some have described as a U.S.-Japan trade war coincided with Japan's announced 24 percent increase in auto shipments to the U.S., protection of American auto production has not been a primary issue among lawmakers bent on retaliation against Japan.

Rather, the focus of congressional anger has been Japan's reluctance to open its markets to U.S. agricultural, medical and high-technology goods—areas where Congress believes the U.S. is clearly competitive.

Domestically based U.S. auto makers stand to be shaken up by an all-out trade war with Japan because their access to Japanese

components or vehicles could be restricted. Japanese-based U.S. auto makers could also find themselves in a similar situation, but to a far more vulnerable extent.

Lawmakers contend, however, that their purpose is to avert such drastic measures. Talk of restrictions on auto parts, with the possible exception of electronic components, has not been a subject of the debate thus far.

Although the Senate resolution—and its bill counterpart—tie Japan's market-opening measures to the increase in Japan's U.S. car sales over the next year, many members of both the House and Senate expressed dissatisfaction with this linkage and criticized the domestic industry.

Complaints were leveled against expected price increases

Please turn to Page 50, Col. 1

Domestics top 2 million; imports also gain

Sales up 2 pct. for first quarter

By Jenny L. King
Detroit Reporter

At the end of the first quarter, it was domestic car sales up 2 percent, imports up 2 percent and the industry healthy and heading into the spring selling season.

Breaking the two-million mark, domestic new-car sales pushed 2.38 percent ahead of the year-ago figure with Chrysler Corp., Honda and Ford Motor Co. prop-

ping up sales declines reported by General Motors, Volkswagen and American Motors.

Domestics numbered 2,042,164, up 2.38 percent from 1,994,609 a year earlier. It was their highest first quarter since 1979 when 2,184,569 units were reported, just prior to a plunge that would last four years.

Import first-quarter sales, hanging on to 22.77 percent of the total U.S. market (compared with

22.80 percent in 1984), totaled 602,132, up 2.24 percent from 588,966.

Total industry sales of 2,644,296 were up 2.35 percent from the year-earlier 2,583,575.

As the domestic auto makers lined up to report their numbers, market shares were changing and Honda replaced AMC as fourth-highest in sales in the first quarter. Chrysler Corp. sales were up 26.80 percent, to 303,151 from 239,069 and its share of the market expanded to 14.84 percent from 11.99 percent.

Honda sales of 41,747 were up 43.48 percent from 29,096 a year ago and they were a full 10,000 units ahead of AMC's 31,479 tally. Ford sales were up 6.97 percent to 521,939 from 487,929.

• GM dropped 3.72 percent in the first quarter, to 1,124,614 from 1,168,051. Volkswagen was off 8.25 percent, to 19,234 from 20,963, and AMC dropped 36.41 percent, to 31,479 from 49,501.

Chrysler's gain of nearly 3 percentage points in the domestic market was the most spectacular. Chrysler climbed to 14.84 percent from 11.99 a year earlier. Ford was up to 25.56 percent from 24.46 percent and Honda rose to 2.04 percent from 1.46 percent.

GM, unable since May of 1984 to break back into its favored spot above 60 percent of the market, finished the first quarter with 55.07 percent, down from 58.56 percent. AMC dropped to 1.54 percent from 2.48 percent and VW was down to 0.95 percent from 1.05 percent. Honda earned 2.04

Please turn to Page 46, Col. 1

breaking news

Camaro, Firebird to get Fiero technology

DETROIT.—The 1989 replacements for Camaro and Firebird will feature space frames and plastic body panels—technology developed by Pontiac for the Fiero. Sources described the new cars, being developed under the GM-80 (F-car) project, as downsized and extremely wedge-shaped.

Chevrolet launches truck incentive

DETROIT.—Chevrolet has inaugurated "Action Cash," an April 2-May 31 salesperson cash incentive on C/K trucks. The program features a computerized pull board with cash-award amounts of \$75, \$100, \$300 and \$500 and is patterned after a similar Ford program. Chevy also extended its 8.8 percent APR financing program on S-10 trucks until April 30 and extended the half-ton Work Ready program and 6.2-liter Diesel Days program through the end of the model year.

Hyundai sets dealer rule: No dualing

By Richard Johnson
Detroit Reporter

Hyundai Motor America, which will begin signing dealers early next month, has ruled out dualing for its U.S. dealership network.

In addition, the California-based U.S. arm of Korea's Hyundai Motor Co. will restrict sales to about 30 states, concentrating on the East and West coasts and the South, according to a company spokesman.

The Hyundai official said no date has been set for the company's U.S. launch, although he predicted a startup sometime next winter.

Hyundai's initial goal is to build 100,000 cars a year for sale in the U.S. The company hopes to have 300 dealers lined up by the end of 1986, but Bruce Matthias, national public affairs manager, said his "guess" is that about 100 franchises will be in place when

Please turn to Page 50, Col. 1

But Jaguar faces heavy fines

Credits to help firms with CAFE shortfall

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—The bad news is that a number of auto firms are facing millions of dollars in civil penalties for failing to meet fuel economy standards, but the good news is that some have enough credits at hand to help them and may be able to borrow against the future.

In any case, they will have to pay nothing until the EPA decides in May, or possibly June, on the appropriate CAFE adjustment factor. EPA's decision is important because the adjustment could be retroactive to 1980 and could be carried forward.

In addition, EPA still has to make final reports on 1984 model sales which determines exact CAFE.

Involved are both passenger-car and light-truck CAFE and model years from 1983 to 1986 and later-model CAFE's now under NHTSA consideration. Also involved is the 1987-model light-truck CAFE soon to be announced.

Both domestic and import companies are affected.

Jaguar is the only auto company (excluding small-volume firms like Rolls Royce) failing to meet the 1983 standard of 26 MPG. Jaguar's CAFE was 18.8 MPG and its U.S. sales were 12,639. Its shortfall (using \$5 for each car for each one-tenth of an MPG under the standard) produces a fine of about \$4,550,040, not counting some help eventually from EPA.

For 1984 models, Jaguar raised its CAFE to 19.0, still short of the standard of 27 MPG. Its U.S. sales that model year were 15,679, making its unadjusted shortfall equal to a fine of \$6,271,600.

For 1985 models, Jaguar is reporting the same CAFE of 19.0 against a standard of 27.5 MPG. Using the company's projected volume of 19,999, the raw shortfall produces a fine of \$8,499,575.

In a recent letter to Rep. John Dingell, Michigan Democrat, Transportation Secretary Elizabeth Dole said Jaguar is the only company DOT knows of that likely will be subject to penalties through model year 1985.

Though unsaid, this is because it is so far the only maker without carryforward credits and, because of its limited line in the U.S., it is the only one not able to make a case for carryback credits in future years.

A runnerup as another company in trouble over civil penalties is Chrysler in the light-truck area. The 1984 composite light-truck standard is 20 MPG; Chrysler CAFE is 18.4 MPG.

Although Chrysler has labeled confidential its 1984 light-truck production (under 8,500 pounds GVW) for the U.S., an estimate of that figure is 370,568 units (assuming 10 percent of its production is between 8,500 and 10,000 pounds GVW). That would translate to a fine of \$29,645,440 but Chrysler has carryforward credits of \$28.5 million. That would leave it with approximately \$1,145,440 left to pay.

Chrysler, which complained bitterly when 1985- and 1986-model light-truck standards were lowered at the request of Ford Motor Co. (joined by General Motors), has said it will be first in line to pay its fines.

Chrysler has been meeting passenger-car standards handily and, in fact, has \$286.2 million in carryforward credits for cars. While its reported and unadjusted CAFE for 1984 cars is 27.1 MPG, its credits are probably more than enough.

Ford, on the other hand, reports a 1984 CAFE of 25.1 MPG and its estimated penalties are around \$195 million. But its carryforward credits are about \$123.5 million

Please turn to Page 49, Col. 4



Symes shows off ads

NADA President William J. Symes, right, shows NHTSA Administrator Diane K. Steed and National Assn. of Broadcasters President Edward O. Fritts four advertisements auto dealers will be using to help promote sober driving during the high school and college graduation season.

UAW to form group for Ford Alpha work

By Marjorie Sorge
Labor Editor

The UAW soon will form a group to begin work on Ford Motor Co.'s Alpha Project, according to UAW President Owen Bieber.

Alpha was one of the main topics covered by Ford Chairman Donald E. Petersen, who addressed a Ford UAW Council meeting in Dearborn last week. Petersen and other Ford executives also covered Ford's past, present and future project plans, including the Aerostar, Sable and Taurus, and future sourcing plans.

Rumors have been circulating that Ford is holding discussions with Mazda to import vehicles and that it is discussing buying into Fiat to beef up its European operations against a GM attack on the market.

Petersen said there are no new Mazda discussions and declined to comment on Fiat.

Alpha will be a new small car to compete with General Motors' Saturn and Chrysler's Liberty. Ford also took the UAW Council members to the design center to see future products, but the council did not see the Alpha since there is no Alpha car.

Both GM and Chrysler Corp. say they have prototypes on the road, but those are not the finished product and it is unlikely the final cars will look anything like the prototypes, said Peter J. Pestillo, Ford employee relations vice president. Consequently, it is not fair to make comparisons on the progress of the three companies, he said.

Only GM and the UAW have a formal joint committee working on the future product.

Petersen called the Reagan Administration's refusal to ask for a

continuation of the Voluntary Restraint Agreement "a serious negative added to the equation." But, he said, it is too soon to make any long-lasting decisions on alternate production or sourcing until the situation shakes itself out.

There are currently moves in Congress to impose strict import restrictions on the Japanese which would affect all products. Bieber has been in Washington often in the past few weeks to push for those restraints.

According to Bieber, Ford made no announcement regarding moves to counter the imports.

Instead, the meeting was to fill the union in on the state of the company, which Petersen said is "extremely good," and to reaffirm the goal of improving Ford product quality and employee involvement programs.

"We have a renewed determination to give vitality to our company," he said.

"We recommitted to keeping Ford a major force in this industry, and we are committed to the maximum effort to enhance the livelihood of our employees."

Like GM and Chrysler, Ford is also embarking on a project to create an improved method of doing business in the auto industry. The Alpha Project is a study of all the company's business, Petersen said. Its goal is to create a product that is cost-competitive with overseas producers, he said.

The project was announced after Ford and the UAW reached an agreement last year. The UAW was then promised that it would be a part of the project.

The UAW and Ford have had preliminary discussions since then, said Stephen P. Yokich, UAW vice president and director of the Ford Department.

Aerostar van is \$8,222, Ford says

Ford Motor Co. said last week that its Aerostar minivan will be priced at \$8,222 when it goes on sale in late June. The wagon version will be \$9,064.

The 1985½ Ford Escort and Mercury Lynx will go on sale in May with base two-door hatchbacks up \$236 over the current cars. The base Escort will be \$5,856 and the base Lynx will be \$5,986.

Ford said the higher prices are due to a new engine and additional standard equipment. It assigned values of \$108 to the 1.9-liter engine, \$33 to low-back seats and \$95 to power brakes.

The Escort L two-door hatchback will be \$5,812, which is \$64 less than the earlier model, and the Lynx L two-door hatchback will be \$6,112, down \$58.

Ford has notified its dealers that they may begin taking retail orders for the Aerostar and the 1985½ Escort and Lynx.

Production of the rear-wheel-drive Aerostar will begin in May at the St. Louis assembly plant. The Aerostar will have a 2.3-liter four-cylinder engine with EPA ratings of 26 MPG city and 30 MPG highway. A 2.8-liter V-6 is optional.

Aerostar vans and wagons will be offered in standard and XL versions. A premium-level XLT wagon also will be available.

In addition to the 1.9-liter engine, the 1985½ Escort and Lynx have new front-end sheet metal and aerodynamic headlights. Ford said those are the first significant visual changes in the cars since they were introduced in the fall of 1980 and 1981 models.

Production of the 1985½ models began March 18 at the assembly plants in Wayne, Mich., and Edison, N.J.

Shifts at Nissan seen as bid to hike market share

TOKYO.—Nissan Motor Co. will shuffle its top management in June in what some see as an effort to recover domestic market share and lay to rest labor problems.

Takashi Ishihara, who has served as president for the past eight years, will move to the more ceremonial position of chairman following the company's board of directors meeting in late June. Ishihara is the outgoing president of the Japan Automobile Manufacturers Assn. and recently helped negotiate the new quotas for auto exports to the U.S.

Katsuji Kawamata, chairman, will become counselor.

Ishihara will be replaced as president by Yutaka Kume, presently an executive vice president. Kaichi Kanao, also an executive vice president, will become vice chairman.

Despite Nissan's denial, observers see the management changes as a means of revitalizing Japan's second-largest auto company.

Nissan's market share in Japan has fallen for the past four years, dipping from 29 percent to 27 percent, while No. 1 Toyota Motor Corp. has increased market share from 37 percent to 41 percent.

Nissan's profit for the fiscal year ended March 31, 1984, slipped 26 percent, though results from the recently ended fiscal year are expected to be better.

Olds succumbs to power of . . . vidi, vici

Oldsmobile will cancel a TV spot which provoked a letter-writing campaign by students of Latin at two Virginia high schools.

The ad in question showed a man and his son riding in a Cutlass Ciera. When the son questions his father about the need to take algebra, the man replies that algebra is needed to design cars like the Ciera. When the boy asks the purpose of studying Latin, the man just shrugs.

"We received about 150 letters concerning the ad and all but about a dozen were from students at two high schools near Roanoke," said an Oldsmobile spokesman. "I don't know if it was a class project or what."

The students, from Cave Spring High School and Blacksburg High School, complained that the spot made the study of Latin seem irrelevant.

Oldsmobile wrote to the teachers and told them the division would study the ad. After a review, the division decided not to air the commercial after the 1985 model campaign ends May 15, the spokesman said. Oldsmobile notified the teachers of the decision.

One of the two teachers involved wrote a return letter thanking Oldsmobile for its interest and concern.

index

Auction reports	32, 42
Classified advertising	35
Editorial page	10
Obituaries	50
Personnel	42
Production by makes	51
Registrations, truck	32
Truck highlights	16

60th year—No. 5069

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Theme will be 'the best of both worlds'

Chevy Nova ads to mention Toyota

By Matt DeLorenzo
Los Angeles Reporter

TUCSON.—Chevrolet will use an ad theme touting the Nova as "the best of both worlds," when it introduces the car on June 13.

The initial marketing plans for the product of the General Motors-Toyota joint venture have been expanded to include an early launch in the 25 states not served

by the division's captive imports.

Initially, only 500 to 600 dealers were scheduled to have the cars at introduction. However, production is coming on stream faster than anticipated at the Fremont (Calif.) assembly plant.

As a result, Chevrolet expects to have twice as many cars (about 6,000) on hand at announcement as originally planned.

Production numbers for calendar year 1985 have been bumped from 43,000 to 58,000. Robert Burger, Chevrolet general manager, said he expects to have Nova selling nationally sometime in 1986.

Currently, the division retails Suzuki-built Sprints in nine Western states, Isuzu-built Spec-

Please turn to Page 49, Col. 3

Seeking the biggest bang for the buck

Dealers get hints on advertising strategy

By Patricia A. Kelsey
Staff Correspondent

TAMPA.—Considering the fact that 85 percent of all ads are totally ignored by consumers, leaving a scant 15 percent to be noted, it behooves dealers to take a critical note of planned strategies and campaign execution to get the biggest bang for their buck.

Couple that with research that shows consumers are bombarded with some 1,800 sales propositions per day and it becomes readily apparent that advertisers must pick and choose their mes-

sage vehicle with great care.

To help members of the (Tampa) Bay Area Chevrolet Automobile Dealers Assn. meet that challenge, representatives from the Radio Advertising Bureau, Television Bureau of Advertising and Newspaper Advertising Bureau gathered during a one-day seminar hosted by DynaMedia Advertising, Inc., Tampa.

Ray Avedian, vice president and Detroit manager of the RAB, said 1984 was a giant year for radio, with ads reaching \$5.2 billion in sales, up 17 percent, with project-

ions calling for \$5.5 billion in 1985.

He referred to his medium as a very productive local sales force with 74 percent of all ad dollars invested in radio placed by local retail advertisers, including auto dealers, in contrast to newspapers attracting 50 percent and TV, 26 percent.

"Auto dealers across the country today invest \$400 million a year in radio," Avedian said, "and dealers spend 24 percent of their total ad budget on radio, twice the average for local advertisers in general."

In terms of cost, while admittedly all media costs have risen between 1967 and 1984, radio went up the least—117 percent—compared with TV, up 198 percent; magazines, up 198 percent; outdoor, up 198 percent, and newspapers, up 200 percent. Averaged out on a cost-per-thousand basis, all media costs rose 172 percent.

Reasons for radio's popularity, Avedian said, are a one-on-one sales pitch that can target consumers most needed to reach, and 123 million car radios representing a huge ad medium.

"Ninety-five percent of all cars have radios," Avedian said, "providing a natural marriage between an auto dealer and the consumer riding in the car, fully aware of the vehicle's age and condition."

"The significance of radio advertising in this application is that it reaches your prospects while they are in the closed ambience, allowing your message to work in your favor," he said.

Another benefit of radio advertising, he said, is that radio, by its very nature, allows the consumer to listen with the ears and watch with imagination.

Conjuring up imagination increases consumer participation and involvement, both of which tend to increase retention time, something all advertisers seek, he said.

To get the most out of the advertising messages, Avedian told the dealers to make sure identification of the dealership is in place, to stress customer benefits, to be authoritative yet reflect sincerity, to avoid exaggerations and to establish individuality.

Richard A. O'Donnell, vice president—Detroit sales for the Television Bureau of Advertising, told the dealers they and their counterparts across the country invested \$188 million in local TV advertising in the first nine months of 1984, a gain of 52 percent over 1983.

Attributes of using TV to convey the sales message include its capability of selling not only the item advertised by the retailer, but the retailer's image as well, O'Donnell said.

TV, he said, provides projection of a quality image, the same image which auto dealers are using today to sell their product and to attract the investment spender.

"Of all the retailers that are benefiting from an improved economy, the automotive industry has rebounded the most," O'Donnell said, "and dealers who survived the recession are hitting on the quality image because customers have learned to look for value."

Because TV can sell the item and the image, auto dealers can interject item appeals such as low finance charges, year-end savings, no downpayment and overall sav-

ings while at the same time projecting an image that will stay with the viewer, he said.

"TV," he said, "has a better reach than other media and it is an affordable medium in that it is the most cost-efficient based on cost-per-thousand."

Hugh C. Quinn, vice president for automotive classified of the Newspaper Advertising Bureau, offered more of an idea workshop for dealers, keying on elements of print advertising.

He said the 10 basics for the auto dealer to follow to get his message across are:

1. Use a dominant graphic because the reader is attracted when a single element clearly dominates the ad.
2. Use a prominent benefit headline because that's what the reader is going to want to know first.
3. Use a simple layout, making sure the reader's attention is directed in a natural flow through the ad. Avoid making the reader hopscotch around.
4. Make the copy complete by including key information such as your hours, address and telephone number.
5. Be specific about details that influence buying decisions, such as model designations and standard and optional equipment, and spell out service and warranty information.
6. Stick to a recognizable style to build identity of your dealership.
7. Let white space work for you by not overcrowding an ad.
8. Price it right. The price or monthly payment in the ad can trigger action. At the same time, be clear about what the price does and does not include.
9. Make your ad ask for action by suggesting a test drive, "they're moving fast" or "buy today."
10. Work with the pros, either at an advertising agency or with professionals at the local newspaper.

Torrington signs agreement to aid Chinese firm

TORRINGTON, Conn.—An agreement to provide technical assistance to Suzhou Needle Bearing Co., of the People's Republic of China, has been signed by a Chinese Government trade company and Torrington Co., a needle bearings manufacturer here.

Torrington will provide engineering and manufacturing expertise to assist Suzhou in modernizing its needle-bearing capabilities and operations.

The Chinese Government has selected Suzhou to become a world-class supplier, which requires the meeting of bearing design and production specifications set by the International Standards Organization.

Torrington will select for and sell to Suzhou equipment for bearing production and other related equipment. It also will train Suzhou employees in product design, tooling and inspection as well as the operation and maintenance of the purchased process equipment.

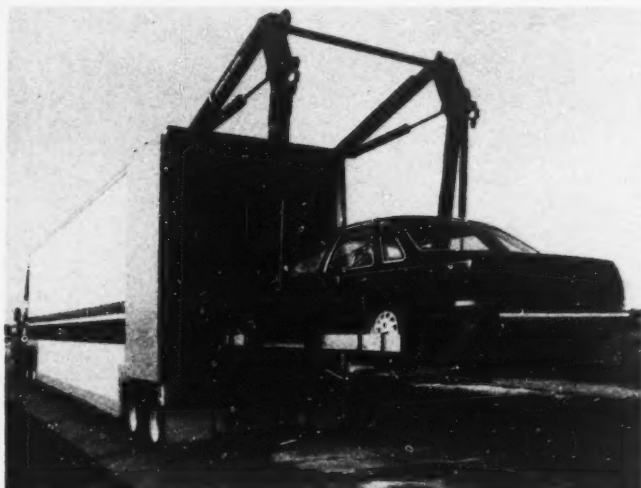
The agreement also includes the licensing of Suzhou to manufacture certain needle bearings of Torrington design.

IMPORT SALES BY NAMEPLATE

	January, 1985	January, 1984
Alfa Romeo	385	158
Audi	5,371	5,230
4000S	1,363	1,106
4000S Quattro	385	358
5000S	2,619	2,664
5000S turbo gas	691	813
Quattro	7	7
Coupe GT	306	288
BMW	5,439	4,263
318-320	1,553	2,634
325e	1,808	
528e-535i	1,162	803
635CSi	256	231
735	660	595
Chevrolet Spectrum	2,748	
Chevrolet Sprint	1,462	
Chrysler Mitsubishi	7,569	9,260
Coit	5,865	7,097
Conquest	428	609
Vista	1,276	1,364
Honda	35,938	35,262
Civic	13,263	11,343
Civic CRX	5,394	4,119
Accord	12,237	13,536
Prelude	5,044	6,264
Isuzu	2,413	1,202
I-Mark	773	432
Impulse	1,640	770
Jaguar	849	1,055
XJ6	678	913
XJS	171	142
Maserati Biturbo	151	
Mazda	12,079	13,235
GLC	2,829	3,239
626	5,523	5,469
RX-7	3,727	4,527
Mercedes-Benz	5,920	6,381
190D	274	830
190E	1,581	751
240D		8
300D	1,110	1,275
300CD	118	121
300TD	174	246
300SD	517	1,323
380SE	698	472
500SEL	484	390
380SL	841	791
500SEC	123	174
Mercury Merkur	136	
Mitsubishi	3,322	3,333
Starion	474	614
Cordia	719	1,376
Tredia	787	1,343
Mirage	783	
Galant	469	
Nissan	42,430	37,036
Sentra	15,602	16,984
Pulsar	4,072	3,446
Stanza	3,984	4,664
Maxima	7,701	5,080
200SX	5,722	143
300ZX	5,070	6,216
Hawaii	279	503
Peugeot	1,039	1,512
Porsche	1,982	1,925
944	1,470	1,280
911	412	461
928S	100	184
Renault	844	1,331
18i Sportwagon	153	104
Fuego	691	1,207
Saab	2,890	2,708
900	685	717
900S	794	758
Turbo	1,351	1,150
Tourist	60	83
Subaru	11,401	13,450
Toyota	42,952	39,992
Starlet		110
Corolla	10,776	11,910
Tercel	8,240	7,781
Celica	6,309	6,400
Supra	2,107	2,178
Camry	7,712	5,329
Cressida	3,456	2,639
MR2	293	
Land Cruiser	190	286
Van	2,658	2,703
4Runner	641	
Hawaii	570	656
Volkswagen	9,869	8,534
Rabbit Cabriolet	792	758
Jetta	5,433	4,059
Vanagon	1,561	1,139
Quantum	1,145	1,231
Scirocco	938	913
Volvo	10,056	9,392
DL	4,077	4,528
GL	944	2,442
GLT Turbo	706	1,151
DL-GL Diesel	766	335
740GLE	1,953	
740GT	267	
760	266	550
760 TurboDiesel	279	290
760GT	670	
Tourist	128	96
TOTAL	207,916	195,259

Dealer Williams honored

FORT WORTH.—J. Roger Williams, president and general manager of Jack Williams Automall here, has been named Outstanding Young Man of the Year by the Fort Worth Jaycees for his involvement in the community.



Low-cost, fast, safe delivery

Ford Motor Co. is in a three-year pilot project shipping cars in enclosed trailers that are loaded and unloaded automatically as shown here. Ford says cars arrive damage-free in less time. Kansas City-Seattle delivery time is cut to five days from 17, for example, largely because railyard time is minimized and specific trains are used. Cars are positioned and lifting bars are placed. Then, a computer-controlled robot takes over and inserts cars. More automation is possible at assembly plants, and the system can be used for rail or highway delivery.

Ford tries enclosed trailers to cut car-shipping damage

By Roger Rowand
Engineering Editor

DEARBORN.—A Phoenix inventor believes he has developed a foolproof way of getting new cars from the assembly plant to the dealership without damage.

That would be quite a feat because now only five of every 100 cars arrive at their destinations without some kind of damage, according to one factory traffic manager.

The chipped and scratched paint, dents, dings, smashed glass and flat tires come from the weather, vandalism, road debris, theft and theft attempts.

Ford Motor Co. is expressing confidence in the inventor's ideas with a three-year pilot project that uses them.

In essence, the plan is to ship cars at low cost inside entirely closed trailers that have a computer-controlled robotic system that loads and unloads the cars.

In addition to damage avoidance, transit would be speeded because loaded trailers would be sent from the factory directly to specific freight trains, avoiding railyard delays, Ford said.

Using the new system in a test, it takes five days to deliver a load of cars to Seattle from Kansas City compared with 17 days the old way.

Dallas Smith, of Dallas Smith Property Brokers, Phoenix, is the inventor. Transportation Mfg.

Corp., Roswell, N.M., a Greyhound Corp. subsidiary, is building 50 of the \$40,000 to \$60,000 trailers for the pilot project. Burlington Northern Railroad will ship the units during the test period.

When the system is geared up, eight cars can be loaded in one of the 48-foot trailers in 15 to 20 minutes, Smith said. A trailer can carry eight small cars, six large ones and mixed loads of both sized cars and Ranger pickups.

Louis E. Lataif, Ford vice president, sales operations, told Automotive News that dealers receiving cars in the trailers during tests have been delighted.

"This trailer is the missing link between the high quality we are building in at our assembly plants and the high quality sales and service provided by Ford and Lincoln-Mercury dealerships," Lataif said. "We are doing everything we can to ensure that no damage is inflicted on a car before the new owner receives it."

Fire hits L-M deal

SPRINGFIELD TOWNSHIP, Pa.—A fire at Sheehy Lincoln-Mercury in this Philadelphia suburb caused more than \$200,000 worth of damage to the rear of the dealership building. The blaze began when a large air-compressor motor overheated and caught fire.

Sees chance to sell 600 trucks

Saab sees potential for 600 Class 8 sales

Continued from Page 16

importers, except Volvo, compete in Classes 6 and 7.

He feels Saab's expertise in building and selling Class 8 models exclusively, coupled with a "very competitive price" to be announced at Boston on its trucks and the good fuel economy of its turbocharged intercooled engines will make it a formidable competitor here.

Overall, he considers only Mack and International Harvester direct competitors to the local, short-haul type of vehicles that his company plans to market here.

With reference to its cautious start, Doennig said, "We have to crawl before we can run."

But, he added, "We are not a small player. Don't be deceived by the volumes. If, at any time, we see greater progress than we anticipated, we will increase our quotas."

Initially, Saab will sign only Northeast dealers. That's where trucks can be most easily brought in from Scandinavia, Doennig noted, and it's also where trucking density is highest.

Next year, Saab plans to expand its dealer network geographically and to sign 25-30 dealers by year's end. It expects to be selling about 200 trucks by then. Doennig figures that 30 dealers are sufficient to handle a volume of about 600 units annually.

Scania, the parent company's truck and bus division, reported sales of 24,000 vehicles worldwide last year, up 25 percent from

1983. Of those, 21,793 were heavy trucks. Saab builds nothing smaller than a 36,000-pound GVW truck.

A breakout of Scania's sales shows that 21 percent were delivered in Scandinavia, with other Western European countries taking 45 percent. South America took 16 percent and Asia, Africa, the Middle East and Australia the balance.

Brazil is Scania's largest single market, with sales of 2,667.

Despite its far-flung marketing activities, Scania has taken its time entering the U.S. Doennig said it wanted to be 100 percent certain it would succeed here before getting underway.

He now feels the division has the right truck, the right engine and the right components to be successful. Saab used Australia, with geographic and climatic similarities to the U.S., to test its trucks prior to mapping out its U.S. program.

Doennig joined Saab-Scania in late 1984 after 29 years with Mercedes-Benz of North America. He had been with Mercedes' truck division since 1968. He expects to have 18 people working in the Scania division by the end of this year.

Unlike its buses, which are built in Connecticut, Scania expects to build all its trucks in Sweden. While the truck division will be housed in the same facility as buses, it will do only prep work there.

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NEW-TRUCK SALES BY MAKE AND GVW CLASS

JANUARY, 1985 VS. 1984*

		Group 1 6,000 lbs and less	Group 2 6,001- 10,000	Group 3 10,001- 14,000	Group 4 14,001- 16,000	Group 5 16,001- 19,500	Group 6 19,501- 26,000	Group 7 26,001- 33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	Jan. '85								106	106
	Jan. '84								83	83
	Year to Date '85								106	106
	Year to Date '84								83	83
CHEVROLET	Jan. '85	43,857	36,314	1,683		20	533	583	26	83,016
	Jan. '84	41,855	36,139	2,324		21	362	501	28	81,230
	Year to Date '85	43,857	36,314	1,683		20	533	583	26	83,016
	Year to Date '84	41,855	36,139	2,324		21	362	501	28	81,230
(Memo Units)#	Jan. '85	31,986	12,500							44,486
	Jan. '84	28,510	14,220							42,730
	Year to Date '85	31,986	12,500							44,486
	Year to Date '84	28,510	14,220							42,730
DODGE	Jan. '85	26,284	11,490							37,774
	Jan. '84	16,467	9,204							25,671
	Year to Date '85	26,284	11,490							37,774
	Year to Date '84	16,467	9,204							25,671
(Memo Units)#	Jan. '85	19,674	6,140							25,814
	Jan. '84	11,061	5,794							16,855
	Year to Date '85	19,674	6,140							25,814
	Year to Date '84	11,061	5,794							16,855
FORD	Jan. '85	48,940	37,488				1,094	2,401	985	90,908
	Jan. '84	23,727	57,842				835	1,560	794	84,758
	Year to Date '85	48,940	37,488				1,094	2,401	985	90,908
	Year to Date '84	23,727	57,842				835	1,560	794	84,758
(Memo Units)#	Jan. '85	32,659	12,549							45,208
	Jan. '84	22,270	19,573							41,843
	Year to Date '85	32,659	12,549							45,208
	Year to Date '84	22,270	19,573							41,843
FREIGHTLINER	Jan. '85								1,398	1,398
	Jan. '84								1,066	1,066
	Year to Date '85								1,398	1,398
	Year to Date '84								1,066	1,066
GMC	Jan. '85	10,091	10,444	957		421	428	1,045	944	24,330
	Jan. '84	9,709	9,813	99		154	356	824	553	21,506
	Year to Date '85	10,091	10,444	957		421	428	1,045	944	24,330
	Year to Date '84	9,709	9,813	99		154	356	824	553	21,506
(Memo Units)#	Jan. '85	6,748	3,262							10,010
	Jan. '84	6,073	3,147							9,220
	Year to Date '85	6,748	3,262							10,010
	Year to Date '84	6,073	3,147							9,220
INTERNATIONAL	Jan. '85						1,683	1,279	2,209	5,171
	Jan. '84						1,009	985	1,608	3,602
	Year to Date '85						1,683	1,279	2,209	5,171
	Year to Date '84						1,009	985	1,608	3,602
JEEP	Jan. '85	11,757	1,906							13,663
	Jan. '84	8,557	2,108							10,665
	Year to Date '85	11,757	1,906							13,663
	Year to Date '84	8,557	2,108							10,665
(Memo Units)#	Jan. '85	11,757	1,703							13,460
	Jan. '84	8,557	1,797							10,354
	Year to Date '85	11,757	1,703							13,460
	Year to Date '84	8,557	1,797							10,354
KENWORTH	Jan. '85								810	810
	Jan. '84								1,025	1,025
	Year to Date '85								810	810
	Year to Date '84								1,025	1,025
MACK	Jan. '85						307	81	1,944	2,332
	Jan. '84						184	17	1,124	1,325
	Year to Date '85						307	81	1,944	2,332
	Year to Date '84						184	17	1,124	1,325
MERCEDES-BENZ	Jan. '85						237	105		342
	Jan. '84						122	58		180
	Year to Date '85						237	105		342
	Year to Date '84						122	58		180
PETERBILT	Jan. '85								937	937
	Jan. '84								781	781
	Year to Date '85								937	937
	Year to Date '84								781	781
PLYMOUTH	Jan. '85	7,427								7,427
	Jan. '84	4,059	26							4,085
	Year to Date '85	7,427								7,427
	Year to Date '84	4,059	26							4,085
VOLVO	Jan. '85							107	109	216
	Jan. '84							85	36	121
	Year to Date '85							107	109	216
	Year to Date '84							85	36	121
WESTERN STAR	Jan. '85								100	100
	Jan. '84								33	33
	Year to Date '85								100	100
	Year to Date '84								33	33
WHITE	Jan. '85								830	830
	Jan. '84								625	625
	Year to Date '85								830	830
	Year to Date '84								625	625
MISCELLANEOUS*	Jan. '85	63,510	858	198	66	11	11	24	88	64,766
	Jan. '84	45,072	442	8	61			4	55	45,642
	Year to Date '85	63,510	858	198	66	11	11	24	88	64,766
	Year to Date '84	45,072	442	8	61			4	55	45,642
TOTALS	Jan. '85	211,866	98,500	2,838	66	452	4,293	5,625	10,486	334,126
	Jan. '84	149,444	115,574	2,431	61	175	2,868	4,034	7,811	282,398
	Year to Date '85	211,866	98,500	2,838	66	452	4,293	5,625	10,486	334,126
	Year to Date '84	149,444	115,574	2,431	61	175	2,868	4,034	7,811	282,398

*New York and Oklahoma registrations compiled from manufacturers' sales records.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks; Ford, Econoline and Bronco; GMC, Vandura and Jimmy. —Miscellaneous includes imports, FWD, Hendrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data